CALIFORNIA COMPLETE COUNT
400 "R" Street, Suite 350
Sacramento, CA 95811
(916) 852-2020

Ditas Katague
Director

Please contact Dr. Mignonne Pollard, Education Outreach Manager (mignonne.pollard@census.ca.gov) if you have any questions.

Please send the completed final report by email Mignonne.Pollard@census.ca.gov **by November 16, 2020.**

1. Contracted Partner Information

	Please provide information from FORM STD 213
Agreement number	CCC-18-60034
Contract start date	January 30, 2020
Contract end date	December 31, 2020
Contractor name	Yuba-Sutter Economic Development Corporation
Contractor business address	950 Tharp Road, Suite 1303
Contact name	Brynda Stranix
Contact title	President/Chief Operating Officer
Contact phone	530-751-8555
Contact email	bstranix@ysedc.org
Total amount of allocation	$22,350.50
County	Sutter
Region	1
Date of report	November 13, 2020

2. Demographic Overview

2a) Please provide a demographic overview of the county's educational system and student population that was reached through this agreement

	Please provide approximate numbers of those reached through the Census outreach activities
Number of school districts reached	16
Number of students reached	23,000
Percent of students reached who are English language learners	14.6

2b) Please indicate the school districts and census tracts that were served as a result of Census outreach activities

DISTRICT	Census Tracts
Browns Elementary School District	511
Marcum Illinois Union Elementary School District	511
Pleasant Grove Joint Union School District	511
Winship-Robbins Elementary School District	509, 510
Live Oak Unified School District	507.1, 507.2
Nuestro School District	507.01, 507.02, 506.01
Sutter County Office of Education	All

DISTRICT	Census Tracts
Yuba City Unified School District	501.01, 501.02, 502.01, 502.02, 503.01, 503.02, 504.01, 504.02, 504.03, 505.01, 505.03, 505.04, 510, 509
Brittian Elementary School District	508
Franklin Elementary School District	506.01, 505.01, 505.3
Twin Rivers Charter School	501.01, 501.02, 506.03, 506.04
Yuba City Charter School	502.01, 205.02, 503.01, 503.01, 504.01, 504.03, 504.02
East Nicolaus High School District	511
Meridian Elementary School District	509, 510
Aerostem Academy	All
Sutter Union High School	508

3. Activities

Please note if you have completed the following deliverables. If these were not completed, please state the reason and any adjustments that were made.

3a) Required Activities	Completed / Utilized yes / no	Comments
How was the CA Schools-based Communications Outreach Toolkit used?	YES	Toolkits were used on all social media platforms, utilized in media/radio messaging, and distributed to partners throughout all districts within Sutter County.
What adjustments were made to Questionnaire Assistance Centers if these were planned?	YES	Sutter County remained in the purple tier throughout most of the Census outreach period, therefore all schools remained closed as well as community centers. Utilized the 2020census.gov website and call center for completion of the Census.
Have all activities been uploaded into SwORD?	YES	41
What activities replaced Census Week?	YES	Social Media, print, radio/media campaigns. Messaging from trusted messengers and community leaders on multiple digital platforms in Spanish, Punjabi and Hmong. Banners and yard signs placed throughout the County.
How was language access provided?	YES	Utilized the language assistance guides provided by the USCB. Partnerships with several community-based organizations including Jakara Movement and Alliance for Hispanic Advancement. Language assistance guides were also available on our websites.
Did you participate in monthly meetings?	YES	

3b) Optional Activities	Completed / Utilized yes / no	Comments
How was the Census 2020 Count Me In curriculum used?	NO	

Did you participate in the train-the-trainer workshop for the curriculum?	NO	If yes, please state how many participants
Were any "poster or public service announcement contests" at the schools?	NO	Please describe
Was an evaluation conducted?	NO	If yes, please provide any evaluation reports when completed

4. Narrative Report

4a) Please provide an analysis on the strategies, activities, and timelines used throughout the outreach campaign.

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4b) Please state what adjustments were made to conduct outreach during the shelter-in-place orders.

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4c) What activities, if any, do you have planned for June?

Our Census outreach efforts continued through October 15, 2020.

4d) What approach(s) worked well for outreach to students and their families that

could inform subsequent Census outreach efforts in school districts? Why did it work well?

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4e) Did the activities reach other audiences? Do you have other insights to share about the approaches?

4f) Please list 3 to 5 recommendations for operations and processes for future Census outreach. Please state what could be improved and what worked well.

MEAL PICK UP DURING DISTANCE LEARNING

ALL ENROLLED YCUSD STUDENTS EAT FREE

12:00PM-1:00PM

River Valley High School
Yuba City High School
Gray Avenue Middle School

12:30PM-1:30PM

Andros Karperos
April Lane Elementary
Barry School
Bernard Children's Center
Bridge Street
Butte Vista
King Avenue Elementary
Lincoln Elementary
Lincrest Elementary
Park Avenue Elementary
Riverbend Elementary
Tierra Buena Elementary

This institution is an equal opportunity employer.

BE COUNTED
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CALIFORNIA
ALL
2020
BA-SUTTER
BE COUNTED
YUBA-SUTTER
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WWW.2020CENSUS.GOV
THREE WAYS TO COMPLETE THE CENSUS
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MAIL: Limited addresses will receive paper forms

9 EASY QUESTIONS

TAKE THE CENSUS TODAY

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CALIFORNIACENSUS.ORG

The 2020 Census at a Glance

Counting everyone once, only once, and in the right place.

The U.S. Census Bureau is the federal government's largest statistical agency. We are dedicated to providing current facts and figures about America's people, places, and economy. Federal law protects the confidentiality of all individual responses the Census Bureau collects.

The U.S. Constitution requires that each decade we take a count—or a census—of America's population.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress and is used to redraw district boundaries. Redistricting counts are sent to the states by March 31, 2021.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to determine where to open places to shop.

Each year, the federal government distributes more than $675 billion to states and communities based on Census Bureau data.

In 2020, we will implement new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, as well as by mail. We will use data that the public has already provided to reduce followup visits. And, we are building an accurate address list and automating our field operations—all while keeping your information confidential and safe.

United States® Census Bureau

KEY MILESTONES

2018

- 2018 End-to-End Census Test
- 2020 Census questions sent to Congress by March 31, 2018
- Six regional 2020 Census offices and 40 area census offices open

2019

- Partnership activities launch
- Complete Count Committees establish
- Census takers update address list in person
- Remaining 248 area census offices open

2020

- Advertising begins in January 2020
- Public response (online, phone, or mail) begins
- **Census Day**—April 1, 2020
- Census takers visit households that haven't responded
- Apportionment counts sent to the President by December 31, 2020

2021

- Redistricting counts sent to the states by March 31, 2021

Connect with us
@uscensusbureau

Overview of Census Bureau Programs

CENSUSES

- The **decennial census** is the once-a-decade population and housing count of all 50 states, the District of Columbia, Puerto Rico, and the Island Areas. The results of the census determine the number of seats for each state in the U.S. House of Representatives and are used to draw congressional and state legislative districts. Federal agencies use the results to distribute more than $675 billion in federal funds each year.
- The **economic census** measures the nation's economy every five years, providing vital statistics for virtually every industry and geographic area in the country.
- The **Census of Governments** provides comprehensive data about the 90,000 state and local governments in the nation every five years.

SURVEYS

- The **American Community Survey** (ACS) is an ongoing national survey—sampling approximately 3.5 million addresses annually—that provides vital information about our nation's housing and people. The ACS is the only source of comparable, quality information about the people in all our communities. These data show what the U.S. population looks like and how it is changing. ACS data are used to assess the past and present and to plan for the future.
- **Demographic surveys** measure income, poverty, education, health insurance coverage, housing quality, crime victimization, computer usage, and many other subjects.
- **Economic surveys** are conducted monthly, quarterly, and yearly. They cover selected sectors of the nation's economy and supplement the economic census with more-frequent information about the dynamic economy. These surveys yield more than 400 annual economic reports, including principal economic indicators.
- **Sponsored surveys** are demographic and economic surveys that we conduct for other government agencies. They include the Current Population Survey, the National Health Interview Survey, and the National Survey of College Graduates.

For more information, go to *census.gov*.
Follow us @uscensusbureau
Contact us at:

Your information is protected by law

The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics. We cannot publicly release your responses in any way that could identify you. We will never share your information with immigration enforcement agencies such as ICE, law enforcement agencies such as the FBI or police, or allow it to be used to determine your eligibility for government benefits.

Our Mission

To serve as the nation's leading provider of quality data about its people and economy.

Our Vision

To be the trusted source for timely and relevant statistical information, and the leader in data-driven information.

Census History

Thomas Jefferson directed the first decennial census in 1790. As required by the U.S. Constitution, a census has been taken every 10 years thereafter. In 1840, the Census Act authorized the establishment of a centralized Census Office. In 1902, the Census Office became a permanent organization within the Department of the Interior. A year later, it was renamed the Bureau of the Census and moved to the new Department of Commerce and Labor.

The 2020 Census and Confidentiality

*Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—**they cannot be used against you in any way**. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.*

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than $675 billion in federal funding flows back to states and local communities each year based on census data.

Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

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

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

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

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

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

United States® Census 2020

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at **www.census.gov/privacy**.

Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

CENSO CALIFORNIA ALL 2020

Participa en el Censo

Asegurémonos de que se cuenten todos los californianos para que tengamos recursos en nuestras comunidades que nos ayuden a:

- CONSTRUIR MEJORES CARRETERAS Y ESCUELAS
- FINANCIAR PROGRAMAS COMUNITARIOS PARA PERSONAS MAYORES, NIÑOS Y FAMILIAS
- CREAR TRABAJOS
- MEJORAR VIVIENDAS

Mediados de marzo del 2020, cada hogar recibirá una carta por correo. La carta le explicará las diferentes maneras en que puede responder al Censo. Si usted no recibe la carta, aún puede participar en el Censo en línea. Asegúrese de incluir a todas las personas que vivan en su hogar, ya sean familiares o no.

En 2010, el Condado de Sutter fue subvalorado en un 26%.

Esto equivale a $25 millones por año en fondos perdidos, totalizando $250 millones en un período de 10 años

En 2010, el Condado de Yuba fue subvalorado en un 28%.

Esto equivale a $21 millones por año en fondos perdidos, totalizando $210 millones en un período de 10 años

Maneras de Responder

EN LÍNEA: Por primera vez, el cuestionario se puede contestar en línea. Estará disponible en 13 idiomas.

POR TELÉFONO: El Censo puede contestarse por teléfono. Estará disponible en 13 idiomas.

POR CORREO: Algunos domicilios recibirán cuestionarios impresos.

Sus respuestas al Censo 2020 serán protegidas y confidenciales.

CENSUS CALIFORNIA ALL 2020

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Let's ensure all Californians are counted so we can put those resources to good use here at home!

- **BUILD BETTER ROADS AND SCHOOLS**
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- **CREATE JOBS**
- **IMPROVE HOUSING**

Starting in mid-March 2020, each household will get a letter in the mail. It will explain the different ways you can fill out the Census. If you don't receive a letter, you can still go online or call to fill it out. Be sure you include any person living in your household, family or not.

In 2010 Sutter County was **undercounted by 26%.**

This equates to **$25 million** per year in lost funding, totaling **$250 million** over a 10-year period.

In 2010 Yuba County was **undercounted by 28%.**

This equates to **$21 million** per year in lost funding, totaling **$210 million** over a 10-year period.

Three Ways To Complete the Census

ONLINE: For the first time, the Census form will be available to complete online in 13 languages.

PHONE: The Census can be completed by phone in 13 languages.

MAIL: Limited addresses will receive paper forms.

Your 2020 Census data is safe, protected and confidential.

CaliforniaCensus.org@CACensus

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April 20, 2020

Census 2020 Weekly Update

All of your amazing work to get the word out about the Census resulted in a 4.2 percent increase in response for Sutter County and 3.6 percent in Yuba County for the week! The current count is:

- State of California – 51.7 percent
- Sutter County – 50.8 percent
- Yuba County – 44.6 percent

This week, the U.S. Census Bureau will be mailing English and Spanish paper forms to households that haven't responded to the Census. We continue to encourage everyone to complete their Census online by visiting 2020Census.gov or by phone.

2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway and more households across America are responding every day. Online, phone, and mailed self-responses will continue throughout the data collection process. In light of the COVID-19 outbreak, the U.S. Census Bureau is adjusting 2020 Census operations in order to:

- Protect the health and safety of the American public and Census Bureau employees.
- Implement guidance from federal, state, and local authorities regarding COVID-19.
- Ensure a complete and accurate count of all communities.

Under the adjusted 2020 Census operational plan, field activities would resume after June 1, 2020, as area census offices begin returning to full staff capacity. In-person activities, including enumeration, office work, and processing activities, will incorporate the most current guidance from authorities to ensure the health and safety of staff and the public.

Activity/Operation	New Schedule
Self-Response Phase: Online, phone, and mailed self-responses continue throughout the data collection process	March 12 - October 31
Update Enumerate: Census takers interview about 2,000 households in remote parts of northern Maine and southeast Alaska.	June 14 - July 29
In-Person Group Quarters Enumeration: Group quarters that remain a part of our in-person group quarters enumeration efforts will begin in July.	July 1 - September 3
Count of People Experiencing Homelessness Outdoors: Census takers count people under bridges, in parks, in all-night businesses, etc.	Needs further review and coordination
Deliver Apportionment Counts to the President: By law, the Census Bureau will deliver each state's population total, which determines its number of seats in the U.S. House of Representatives.	Deliver by April 30, 2021
Deliver Redistricting Counts to States: By law, the Census Bureau will deliver the local counts each state needs to complete legislative redistricting.	Deliver by July 31, 2021

Brought to by Yuba-Sutter Economic Development Corporation

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May 4, 2020

Census 2020 Weekly Update

Last week, Sutter County had an increase in response by 3.4 percent and 2.5 percent in Yuba County. We could not do this without your continued support on educating the community on the importance of participating in the Census. Keep up the amazing work!
The current count is:

State of California – 57.5 percent ◆ Sutter County – 58.7 percent ◆ Yuba County – 49.2 percent

There is no better time to teach the children in your home about the 2020 Census. With schools and child care centers throughout our region being closed, the threat of undercounting children under the age of 5 remains.

Children **most likely** to be undercounted include children from single-parent families, children whose families live in poverty, children from immigrant families, and children from homes where a language other than English is spoken. Responding to the 2020 Census can help shape resources for children and their communities over the next decade. This could include support for health insurance programs, hospitals, childcare, food assistance, schools, and early childhood development programs.

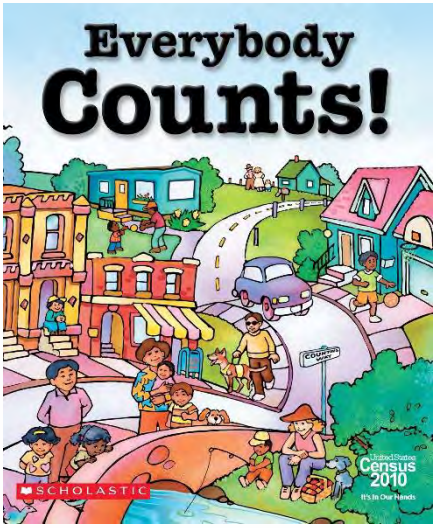
With the help of First 5 in Yuba and Sutter County, we were able to provide swag bags filled with educational materials to students across our region at school breakfast and lunch distribution sites.

Links to Learning Tools for Children Pre-K - 12

Everybody Counts
https://www2.census.gov/programs-surveys/sis/resources/sis-storybook-english.pdf

https://www.census.gov/content/dam/Census/programs-surveys/sis/resources/2020/prek_storybook_english_printable.pdf

Student Activities for learning about the Census
https://www.weareteachers.com/census-activities/



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May 11, 2020

Census 2020 Weekly Update

Last week, Yuba County had an increase in response by 2.5 percent and 2.3 percent in Sutter County. With our counties slowly starting to reopen, Yuba-Sutter EDC is a developing plan to reach our Hard-to-Count population, because achieving a complete count is more important now than ever.

The current count is:

State of California – 59.6 percent ◆ Sutter County – 61.0 percent ◆ Yuba County – 51.7 percent

Why is the census important to the health care sector?

Health care providers, health insurance companies, government agencies, and beneficiaries need accurate information to make decisions regarding the product and services they provide and utilize. An inaccurate measure of the US population and its characteristics could deprive the health care sector of vital resources needed to ensure it is meeting each community's need. Some of the largest programs supported by the Census data include:

- Medicaid
- Medicare Part B
- Children's Health Insurance Programs
- Supplemental Nutrition Program for Women, Infants and Children (WIC)
- Child Welfare Services
- Family Violence Prevention Service
- Substance Abuse Programs

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May 18, 2020

Census 2020 Weekly Update

Keep up the great work! Last week, Yuba County had an increase in response by 1.1 percent and 1.1 percent in Sutter County. An accurate count is especially crucial for veterans in rural communities. Data from the 2020 Census will help the U.S. Department of Veterans Affairs plan programs and assess emerging needs for veterans.

The current count is:

State of California – 60.6 percent ◆ Sutter County – 62.1 percent ◆ Yuba County – 52.8 percent

Veterans are the backbone of communities across America. No matter when or where you served, your response to the Census 2020 counts towards important benefits for our loved ones, neighbors, and communities across California!

For veterans and their families living in areas that are more rural than urban, Census data is the primary source used to make critical decisions like how to build schools and what services need to be offered such as childcare and social assistance programs.

Data from the 2020 Census will be used to determine funding for many federal programs aimed at families and communities in rural areas – programs like Rural Education, Department of Justice's Rural Domestic Violence Assistance, Water and Waste Disposal Systems for Rural Communities, Rural Business Development Grants, and Rural Housing Preservation Grants.

An accurate count is especially crucial for veterans in rural communities, those with disabilities, and those at risk of homelessness.

The 2020 Census is the one chance to get really great information that can help families and communities in rural America.

Brought to by Yuba-Sutter Economic Development Corporation

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May 25, 2020

Census 2020 Weekly Update

With your continued support to educate the community on the importance of participating in Census 2020, there was an increase in response by .80 percent in Yuba County and .70 in Sutter County. Please do not let these numbers discourage you, we still have 22 weeks to get everyone counted! The current count is:

State of California – 61.3 percent ◆ Sutter County – 62.8 percent ◆ Yuba County – 53.6 percent

Last week, Yuba-Sutter Economic Development Corporation mailed over 4,600 postcards to PO Boxes throughout our region.

Participating in the Census could lead to more jobs and new businesses in our community. Census data could help inform future business decisions like:

- Expansions and closures of local businesses
- Hiring strategies for multi-level positions
- What products they should offer
- Targeting a specific consumer base
- Engaging with their environment and community

There are over 5,000 employment establishments in the Yuba-Sutter area. Some of the top employers are:

- Beale Air Force Base
- Hard Rock Hotel & Casino Sacramento at Fire Mountain
- Adventist Health
- Walmart – Yuba City, Marysville
- Legend Transportation
- Sunsweet Growers
- Bishops Pumpkin Farm
- Frank M. Booth

The 2020 Census will provide data to small businesses that is essential to help them grow and succeed. Do your part in supporting Small Businesses by completing the Census today!

Brought to by Yuba-Sutter Economic Development Corporation

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BE COUNTED

CENSUS CALIFORNIA ALL 2020

Participate in the Census

Let's ensure all Californians are counted so we can put those resources to good use here at home!

- **BUILD BETTER ROADS AND SCHOOLS**
- **FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES**
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2020census.gov

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BE COUNTED YUBA-SUTTER

Participate in the Census

- BUILD BETTER ROADS AND SCHOOLS
- FUND COMMUNITY PROGRAMS FOR SENIORS, CHILDREN AND FAMILIES
- CREATE JOBS
- IMPROVE HOUSING

In 2010 Sutter County was **undercounted by 26%.**

This equates to **$25 million** per year in lost funding, totaling **$250 million** over a 10-year period.

In 2010 Yuba County was **undercounted by 28%.**

This equates to **$21 million** per year in lost funding, totaling **$210 million** over a 10-year period.

ONLINE: For the first time, the Census is available to complete online in 13 languages. Go to 2020census.gov to complete your census.

PHONE: The Census can be completed by phone in 13 languages.

For English call:
(844) 330-2020

For Spanish call:
(844) 468-2020

MAIL: Limited addresses will receive paper forms.

CENSUS CALIFORNIA ALL 2020

2020Census.gov

Your 2020 Census data is safe, protected and confidential.

SER CONTADO YUBA-SUTTER

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Esto equivale a **$21 millones** por año en fondos perdidos, totalizando **$210 millones** en un período de 10 años

EN LINEA: Por primera vez, el Censo está disponible para completar en linea en 13 idiomas. Vaya a 2020census.gov para completar su censo.

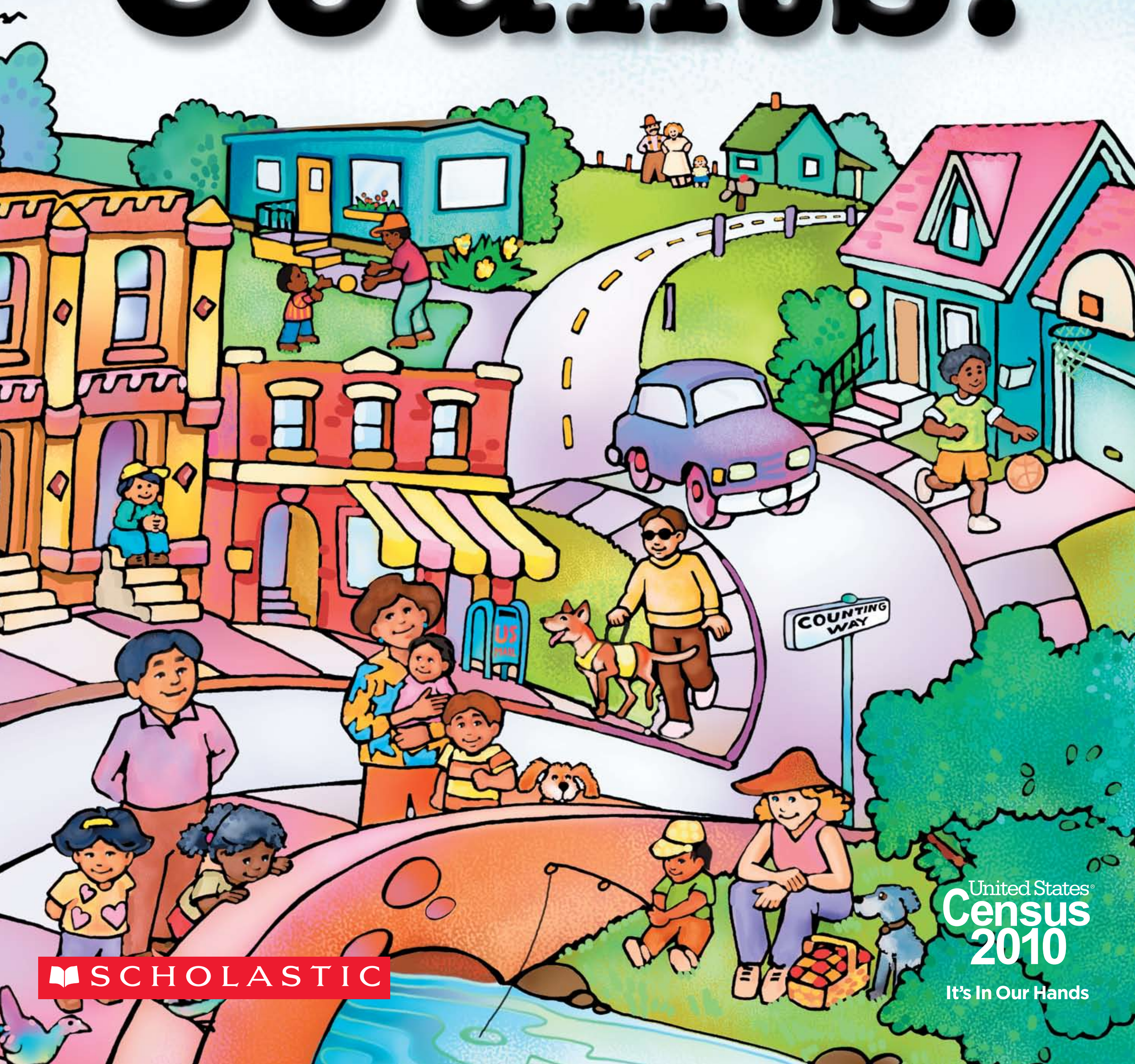
POR TELÉFONO: El Censo puede contestarse por teléfono. Estará disponible en 13 idiomas.

Para llamar español: (844) 468-2020

POR CORREO: Algunos domicilios recibirán cuestionarios impreso.

Sus repuestas al Censo 2020 serán protegidas y confidenciales

Everybody Counts!



SCHOLASTIC

United States® Census 2010

It's In Our Hands

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by the United States Census Bureau
and Scholastic Inc.

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Everybody Counts!

I count! You count!

Your family counts, too!

I count! You count!

Your neighbors count, too!

The Census counts people.

Make sure it counts you!

It's about us
2010 CENSUS IN SCHOOLS

I count!

Says Ellen, a very important person — age three.

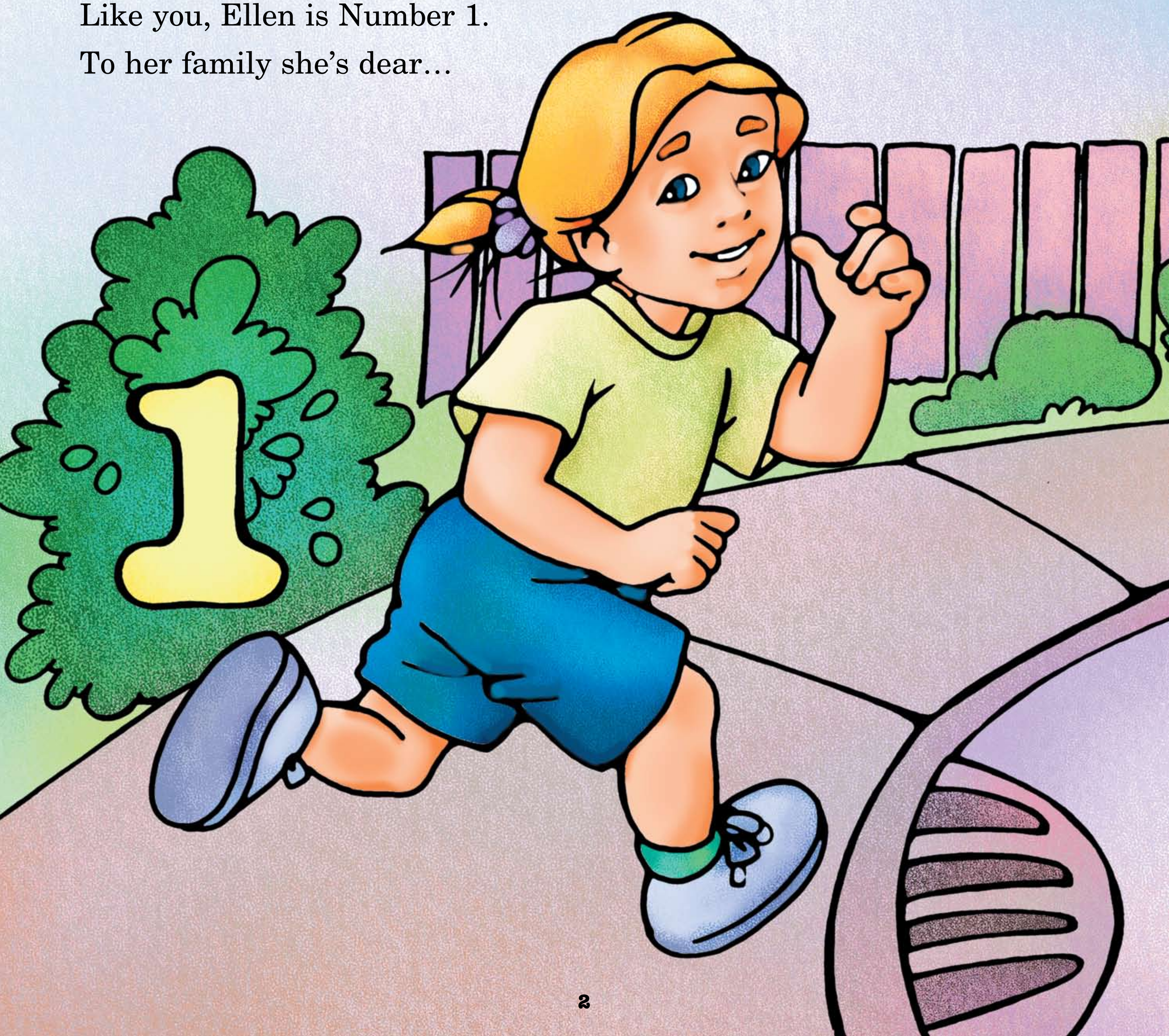
Yes indeed, **EVERYBODY COUNTS!** Just follow along and see.

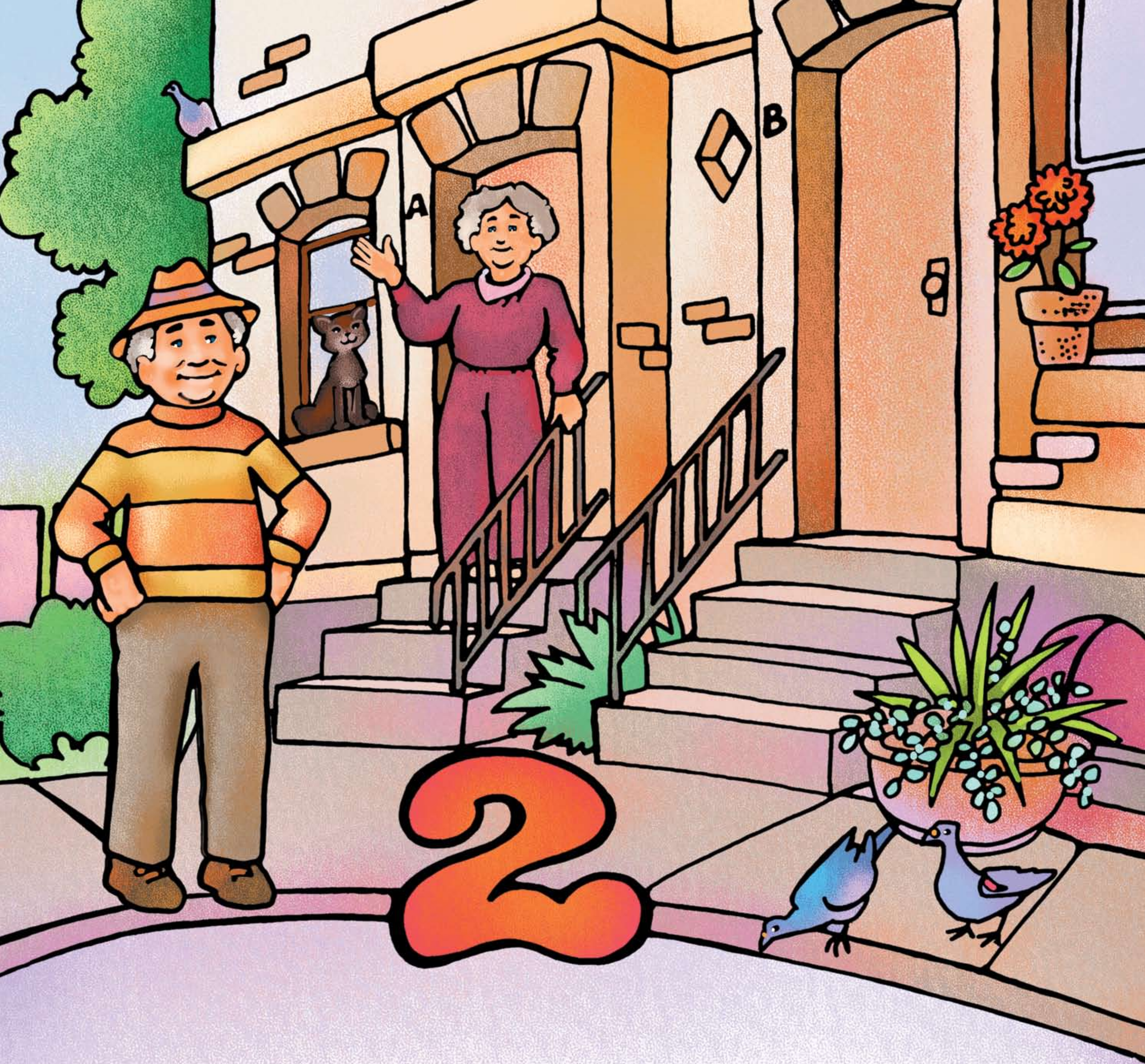
You count as a person, a very special you.

And wherever you live, that's where you count, too.

Like you, Ellen is Number 1.

To her family she's dear…

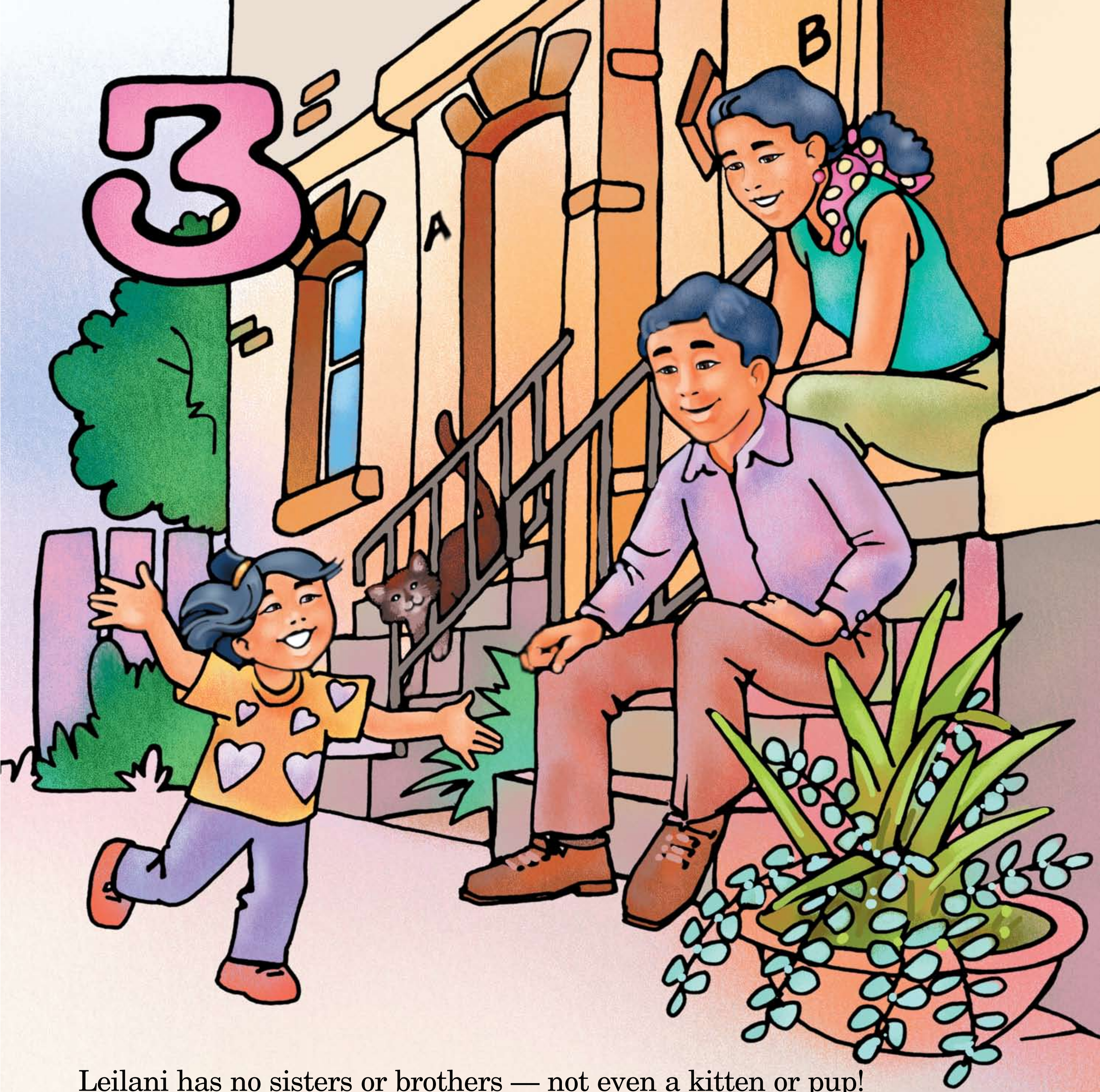




But when we count who lives in this house, we can't count her here.
This is where her grandparents live. She's just visiting for the day.
Ellen lives in a different house, though it's not so far away.
So count 2 people in this home — one, two:
Grandfather, who's Ned, and Grandmother, who's Sue.

You count!

Says Ellen to Leilani, going whoosh! down the slide.
When Ellen visits with Tranh and Khanh, they play in the yard outside.
Leilani's family and Ellen's grandparents, neighbors are they,
In a row of neat townhomes along Counting Way.

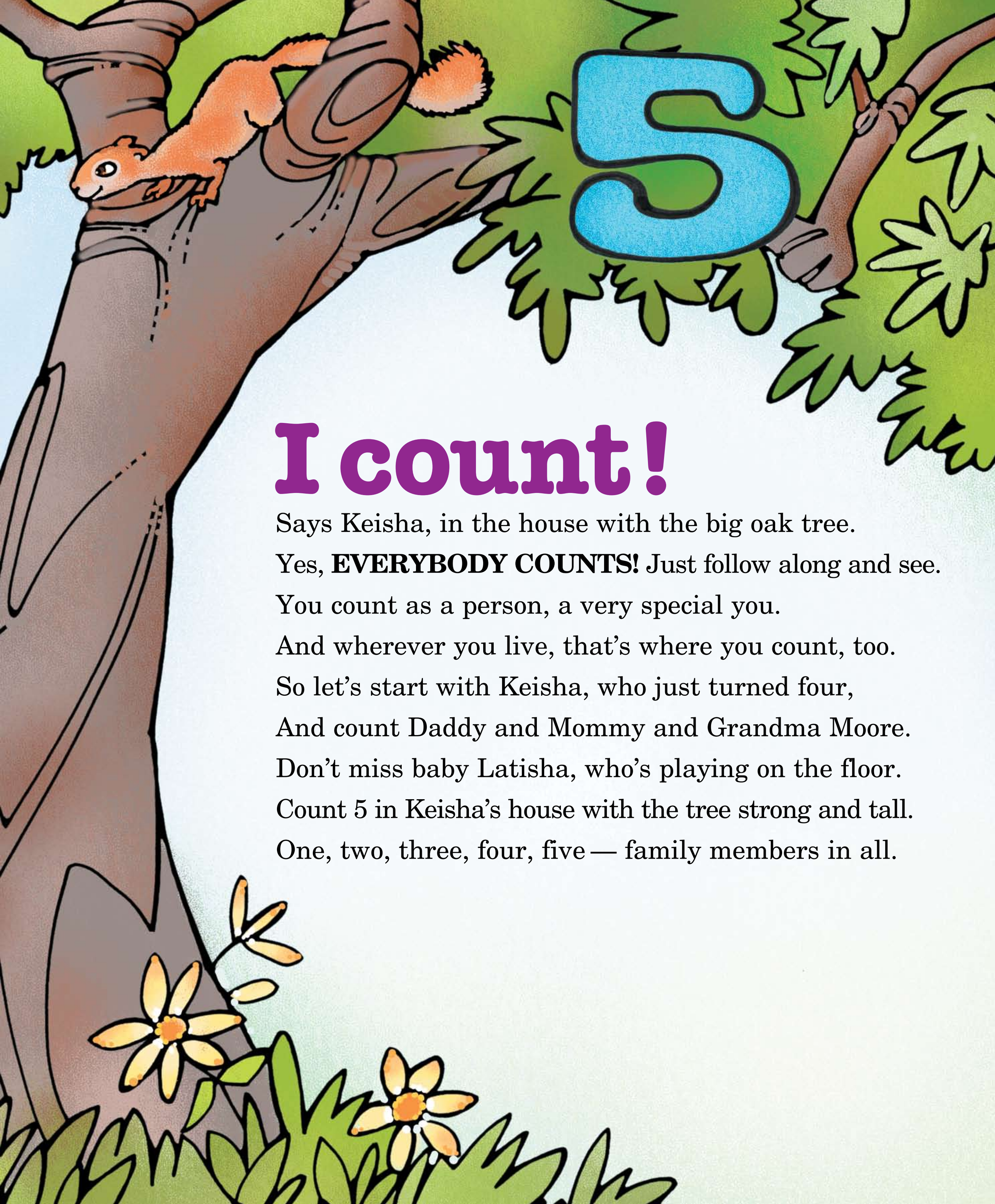


Leilani has no sisters or brothers — not even a kitten or pup!
She likes having friends come to play games and dress-up.
So count 3 — one, two, three — for this special family,
For her mother and father, and of course, Leilani.

Your family counts, too!

Says Leilani to Tomás, her friend in the park,
Who always goes everywhere with his dog, Spark.
Tomás lives with his sister, Carolina, and her husband, José,
In a white house with a red door and a roof that's gray.

Tomás' family just grew and he's happy as can be.
Carolina has a new baby, a boy named Hector Lee.
Now when Tomás counts his family he uses one finger more!
That's one, two, three — and baby Hector makes 4.

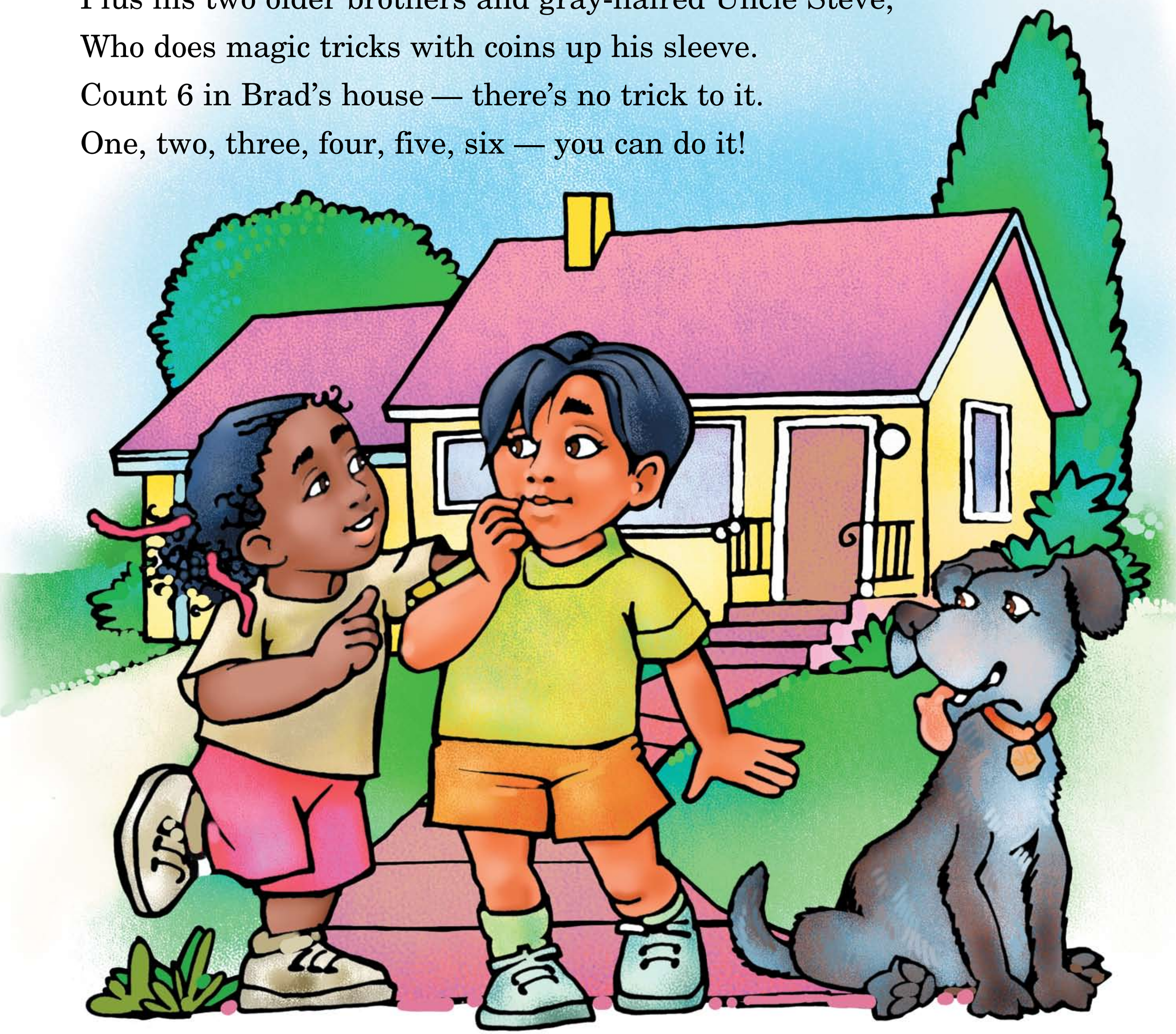


I count!

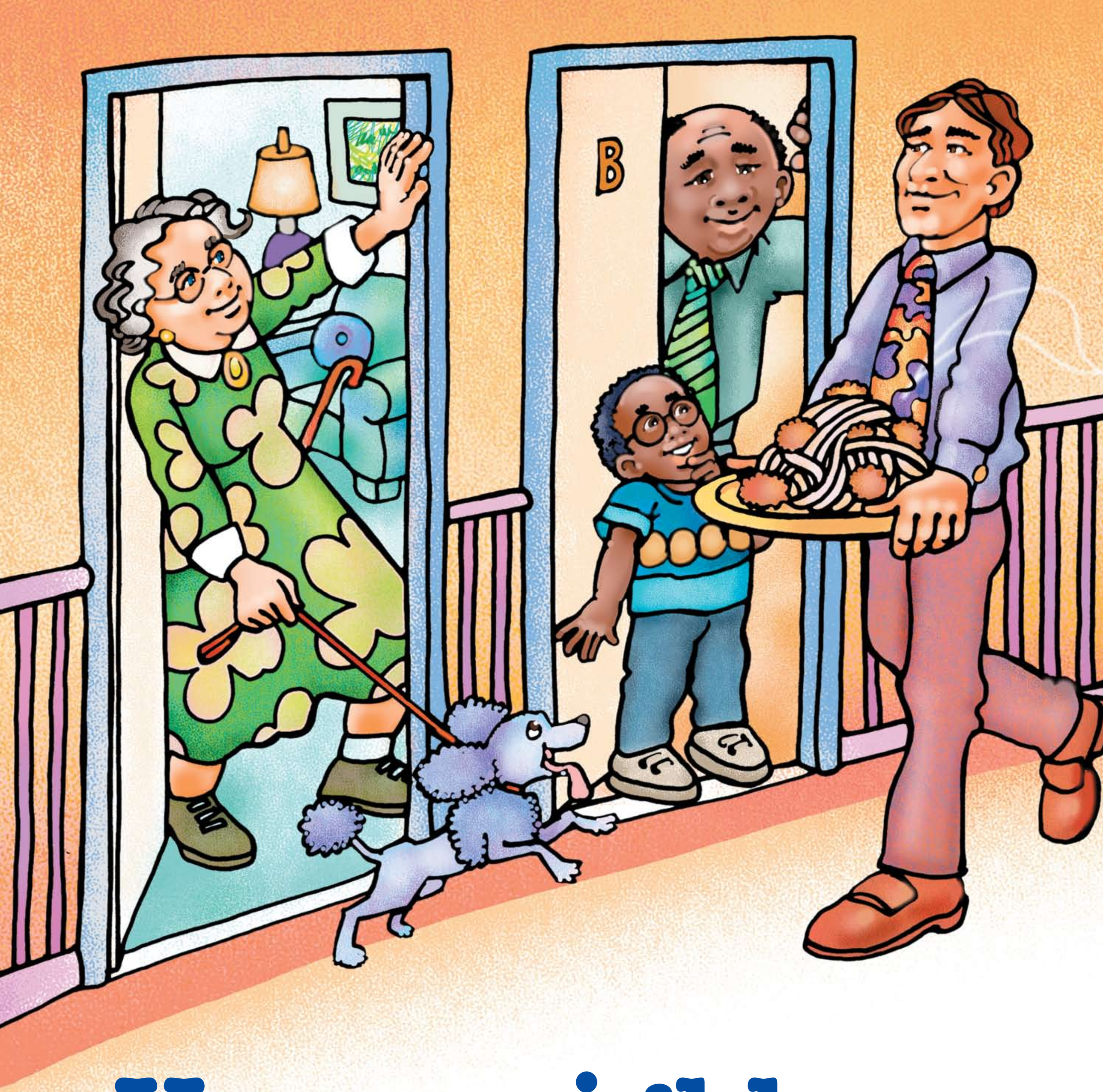
Says Keisha, in the house with the big oak tree.
Yes, **EVERYBODY COUNTS!** Just follow along and see.
You count as a person, a very special you.
And wherever you live, that's where you count, too.
So let's start with Keisha, who just turned four,
And count Daddy and Mommy and Grandma Moore.
Don't miss baby Latisha, who's playing on the floor.
Count 5 in Keisha's house with the tree strong and tall.
One, two, three, four, five — family members in all.

You count!

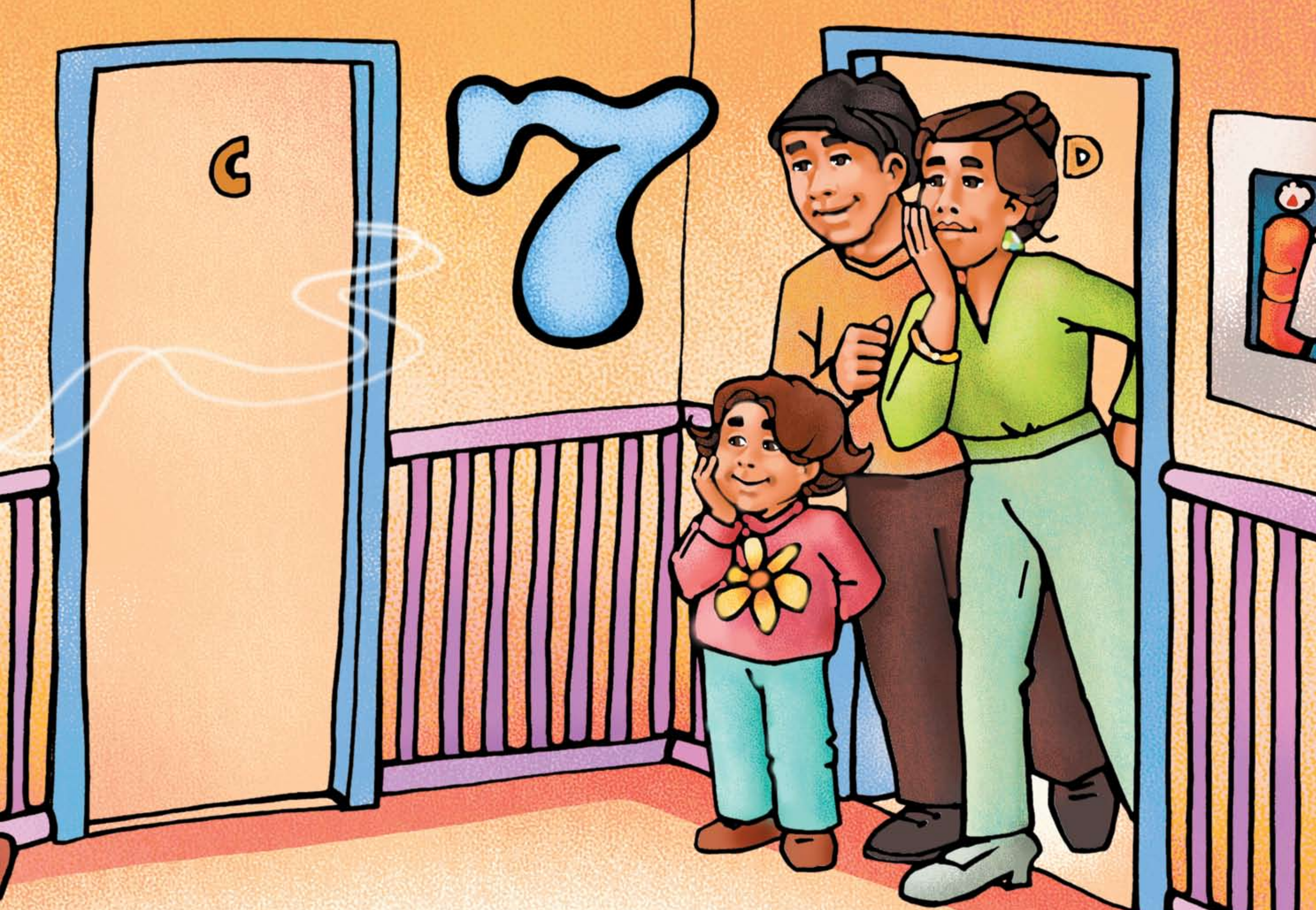
Says Keisha to her good pal, Brad.
Brad lives in the yellow house with his mom and dad,
Plus his two older brothers and gray-haired Uncle Steve,
Who does magic tricks with coins up his sleeve.
Count 6 in Brad's house — there's no trick to it.
One, two, three, four, five, six — you can do it!



6



Your neighbors count, too!



Says Brad to Juanita-Sue, who lives in a building so tall.
Juanita-Sue has many neighbors in the apartments down the hall.
There's Mrs. Kelly — count her as one.
And two for Mr. Williams and his grandson.
And then Juanita-Sue and her parents, who total three.
Who'd we forget? Oh yes! There's only one Mr. Bonetti,
Who cooks the most delicious meatballs and spaghetti!
What's important is who counts behind each door.
It's the people who count in each apartment, on each floor.
Yes, everybody counts in this building so tall.
Count each and every person, whether big or small.

The Census counts people!

That's right! Every single one!

It's a big job to count everybody, and here's how it's done.

You get a form in the mail or someone brings it to your door.

It says "Please, count who lives here," and a few questions more.

Then what's next? You fill out the form, like this family.

Remember Ellen? It's her family we see!

She lives on a farm with two helpers, chickens, and a pig.

Count 8 people in Ellen's house — her household is so big.

The form is ready to mail — and that's easy to do.

You can send it from your mailbox; the post office, too.

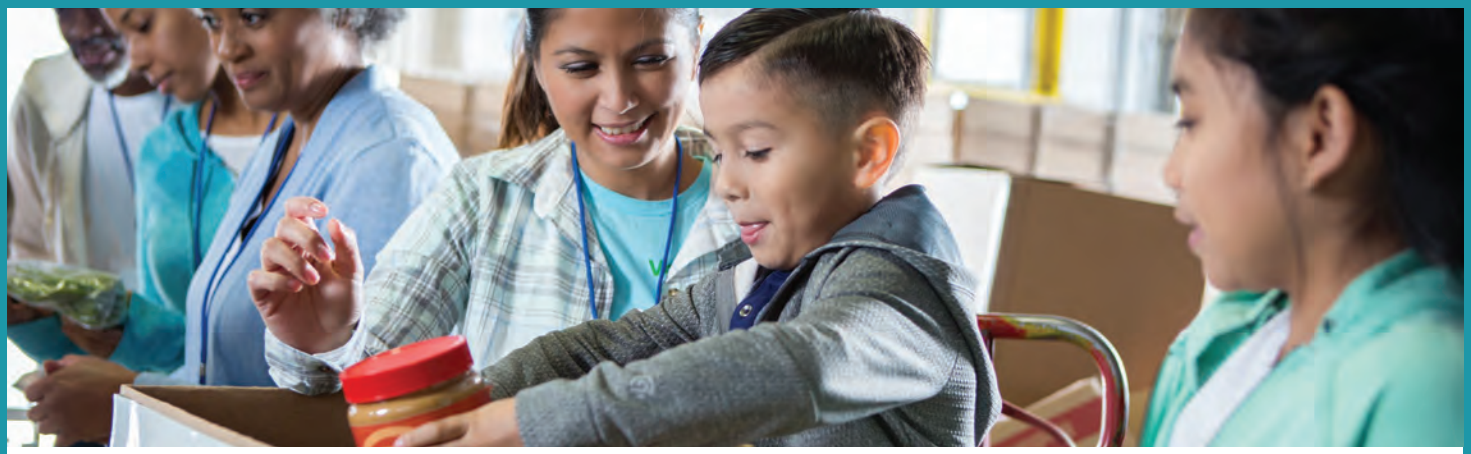
Make sure it counts you!

Say Ellen, Leilani, Tomás, Keisha, Brad, and Juanita-Sue.
Each family is special, each person is, too.
So count your family — it's important to do.
EVERYBODY COUNTS — and that includes YOU!
Count all the children — can you find 9?
One, two, three, four, five, six, seven, eight, nine — you did fine!

But we're missing a child. Do you know who?
Of course, of course, we need to count you!
So get ready to count. We'll start over again.
One, two, three, four, five, six, seven, eight, nine...

Count yourself:

COUNTING WAY



You count, no matter where you live.

Every 10 years, the United States counts everyone who lives in the country. Your participation in the 2020 Census will help communities like yours get the funding they need to provide housing and food assistance and other vital services.

Responding is important.

The 2020 Census will influence funding for community services for the next 10 years. Data from the census helps determine where over $675 billion is spent each year in states and communities. That includes money for things like:

- Supplemental Nutrition Assistance Program (SNAP)
- Community centers
- Libraries
- Housing assistance
- Medicare
- Employment resources

There are many ways to respond.

Beginning in mid-March 2020, you can respond to the census. Many libraries and community centers will have public computers available for you to respond online at 2020CENSUS.GOV. You can also respond by phone. Census takers will work with shelters, meal centers, group homes, and other places where you may receive services to make sure everyone is counted, including babies and young children. If you or your children are staying with a relative or friend, make sure they include you on their census response form.

Responding is safe.

Your personal information is kept confidential by law. Your responses can only be used to produce statistics. They cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

For more information, visit:

2020CENSUS.GOV

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United States® Census 2020

D-OP-HL-EN-124

VETERANS FACT SHEET

CALIFORNIA COMPLETE COUNT – CENSUS 2020 OFFICE

What You Need to Know About the Census

Every 10 years, people in California and across the country fill out the Census in order to have an accurate count of every person living in the United States. The Census influences California's federal funding for important community services that support our families and determines congressional representation for the next decade.

Why is the 2020 Census Important for Veterans in Rural America?

- The 2020 Census is the one chance to get really great information that can help families and communities in rural America.
- For veterans and their families living in areas that are more rural than urban, Census data is the primary source used to make critical decisions like how to build schools and what services need to be offered such as childcare and social assistance programs.
- Data from the 2020 Census will be used to determine funding for many federal programs aimed at families and communities in rural areas - programs like Rural Education, Department of Justice's Rural Domestic Violence Assistance, Water and Waste Disposal Systems for Rural Communities, Rural Business Development Grants, and Rural Housing Preservation Grants.
- An accurate count is especially crucial for veterans in rural communities, those with disabilities, and those at risk of homelessness.
- Data from the 2020 Census will help the U.S. Department of Veterans Affairs plan programs and assess emerging needs for veterans.

Take the 2020 Census

https://my2020census.gov | (844) 330-2020

Connect with us **@CACensus**

For more information visit, **CaliforniaCensus.org**

2020 CENSUS KEY DATES

March - April 2020
Households receive Census mailers. Households take the 2020 Census.

May - July 2020
Census takers visit households that have not completed the questionnaire.

Census is Fast, Easy & Secure!

For the first time in history, the Census can be completed in three ways. By law (Title 13, U.S. Code), the U.S. Census Bureau cannot share an individual's answers with anyone or allow it to be used to determine eligibility for government benefits.

Online https://my2020census.gov

Phone (844) 330-2020

Mail Limited households will receive the paper form.

DID YOU KNOW?

The 2020 Census data will inform the health and wellness of our families and neighborhoods. By filling out the form, your data informs where new hospitals are built and the improvements to our health programs.

Census data is used by businesses to decide where to invest and create jobs. Filling out the Census makes sure that we and our loved ones, neighbors, and communities get a fair shot at these business resources.

Our children and grandchildren's future depend on getting an accurate Census count. When they are counted, their schools get their fair share of funding and resources.

Participating in the Census fulfills your civic duty and helps our families and communities in California for the next 10 years.

No matter when or where you served, your response to the Census 2020 counts towards important benefits for our loved ones, neighbors, and communities across California! Everyone counts. Take the Census.

Support small businesses. Complete the census.

The 2020 Census will provide data to small businesses that is essential to help them grow and succeed. This data can help businesses better understand how to serve their customers, where to open new locations, and where to find a skilled workforce. Respond to the 2020 Census online, by phone, or by mail for a complete and accurate census.

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United States® Census 2020

D-HP-BZ-EN-452

Census data helps inform future business decisions on things like:

- Expansions and closures
- Hiring strategies
- Products to offer
- Targeting your consumer base
- Engaging your environment and community

For more information, visit:
2020CENSUS.GOV

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United States® Census 2020

2020 Census FAQ

What is the census?

The census is a count of every person who lives in the United States and its territories. It happens every 10 years. In early 2020, you will be asked to count everyone who lives in your home as of April 1. Responding to the 2020 Census is a chance to shape your future.

What's in it for me?

Your responses inform where over $675 billion is distributed each year to communities nationwide for clinics, schools, roads, and more.

Census data gives community leaders vital information to make decisions about building community centers, opening businesses, and planning for the future.

Responding also fulfills your civic duty because it's mandated by the U.S. Constitution. The United States has counted its population every 10 years since 1790.

Your responses are used to redraw legislative districts and determine the number of seats your state has in the U.S. House of Representatives.

Is my information safe?

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics. They cannot be used against you by any government agency or court in any way—not by the FBI, not by the CIA, not by the DHS, and not by ICE.

When can I respond to the census?

In early 2020, every household in America will receive a notice to complete the census online, by phone, or by mail. In May, the U.S. Census Bureau will begin following up in person with households that have yet to respond.

What will I be asked?

You will be asked a few simple questions, like age, sex, and the number of people who live in your home, including children.

What won't be asked?

The census will never ask for Social Security numbers, bank or credit card numbers, money or donations, or anything related to political parties.

For more information, visit:

2020CENSUS.GOV

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United States® Census 2020

D-FA-GP-EN-034

Spanish YouTube ad: https://www.youtube.com/watch?v=BPeMrcSbtxk

Hmong YouTube ad: https://www.youtube.com/watch?v=hhQ8mwCdh6M

Count ALL children living in your household

my2020census.gov

CONTAMOS CONTIGO

#CENSUS2020 · CHIRLA.ORG

Child360™

¡Cuente TODOS los niños que viven en su hogar!
my2020census.gov
CONTAMOS CONTIGO
Child360

Babies
and
toddlers
count,
too!
my2020census.gov
CONTAMOS
CONTIGO
Child360

¡Los bebés y
los niños
pequeños
también
cuentan!
my2020census.gov
CONTAMOS CONTIGO
Child360

Guidelines for Partners

Supporting Self-Response in the 2020 Census

People can respond from anywhere, anytime—online, by phone, or by mail. New opportunities for partners make helping people to respond easier than ever!

Partnership is a key component to a complete and accurate count for the 2020 Census, and the U.S. Census Bureau is excited to already have thousands of partners working to help.

Take a look at the guidelines on the back of this fact sheet. They will help ensure partners are able to assist in the right ways.

SUPPORTING SELF-RESPONSE IS WELCOME

Partners can support the Census Bureau by:

- Helping people understand that responding to the 2020 Census is important and safe.
- Encouraging response to the mailed or hand-delivered materials from the Census Bureau.
- Assisting people who are disabled. For example, helping a person who is visually impaired dial the appropriate phone number to respond to the questionnaire.
- Providing language assistance to non-English speaking households. For example, assisting a non-English speaking individual find the appropriate language page online to respond to the questionnaire.
- Providing links to 2020census.gov, where people can easily respond.
- Encouraging people to call the 2020 Census phone line to respond in English or any of the other 12 languages available for self-response.
- Providing access to computers and tablets for on-the-spot access to the 2020 Census website at places like conferences, public events, community centers, health care facilities, places of worship, and shopping areas.

It is important to remember:

- Partners should not attempt to collect 2020 Census data through websites or apps, over the phone, or in person.
- Partners should not go door-to-door to promote the census or collect information.
- Partners should not encourage anyone to respond to the census on behalf of a household in which they do not live.

SUPPORTING SELF-RESPONSE MUST BE DONE RIGHT

No one other than Census Bureau employees, not even officials from tribal, state, or municipal governments, should go door-to-door to collect information for the 2020 Census. This could cause confusion for households that have already responded and households who have not yet responded and must be interviewed by census takers. This can also discourage response by elevating concerns of a potential scam, intrusion, or other unlawful activity. A key component of our communications effort is to raise awareness of how to identify an official census taker.

Only data collected by census takers employed by the Census Bureau are protected under Title 13, U.S. Code. Census Bureau employees take an oath to ensure that respondent information is used for statistical purposes only and not for any other reason. Census Bureau employees cannot share information with anyone else, including law enforcement—not the FBI, ICE, or even local police.

Help shape America's 10-year checkup.

An accurate count helps us grow stronger over the next 10 years. Responses to the 2020 Census will inform funding for clinics, Medicare, the Children's Health Insurance Program, and other health care assistance programs.

For more information, visit:

2020CENSUS.GOV

D-PO-HC-EN-029

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START HERE >

United States® Census 2020

Help shape America's 10-year checkup.

An accurate count helps us grow stronger over the next 10 years. Responses to the 2020 Census will inform funding for clinics, Medicare, the Children's Health Insurance Program, and other health care assistance programs.

For more information, visit:

2020CENSUS.GOV

D-PO-HC-EN-029

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United States® Census 2020

Race & Ethnicity

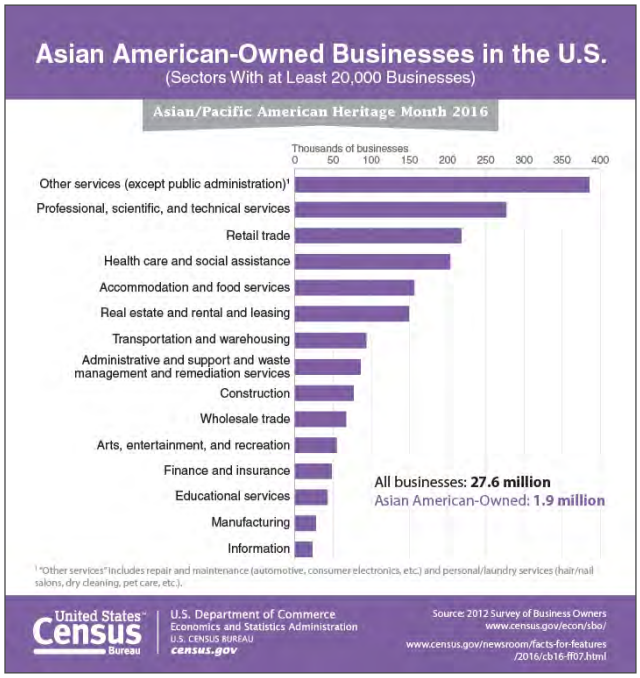
The U.S. Census Bureau considers race and ethnicity to be two separate and distinct concepts.

What is race?

The Census Bureau defines race as a person's self-identification with one or more social groups. An individual can report as White, Black or African American, Asian, American Indian and Alaska Native, Native Hawaiian and Other Pacific Islander, or some other race. Survey respondents may report multiple races.

What is ethnicity?

Ethnicity determines whether a person is of Hispanic origin or not. For this reason, ethnicity is broken out in two categories, Hispanic or Latino and Not Hispanic or Latino. Hispanics may report as any race.



Can the information be used to enforce immigration laws on me or my family?

No. The Census Bureau adheres to strict confidentiality laws that prohibit sharing of respondent information. We do not share respondent answers with immigration, law enforcement, tax collection agencies or any other organization.

What region of origin does Census consider for each race category?

White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or Other Pacific Islander
Europe	Africa	North America	Far East	Hawaii
Middle East		South America	Southeast Asia	Guam
North Africa		Central America	Indian	Samoa
				Pacific Islands

About the Data

How are race and ethnicity data collected?

We collect these data through survey respondents' answers from the completed Decennial Census and the American Community Survey.

Why do we collect this data?

Race and ethnicity data are critical to policy makers who use the information to make funding decisions that affect educational opportunities, assess equal employment practices, and ensure equal access to health care for everyone.

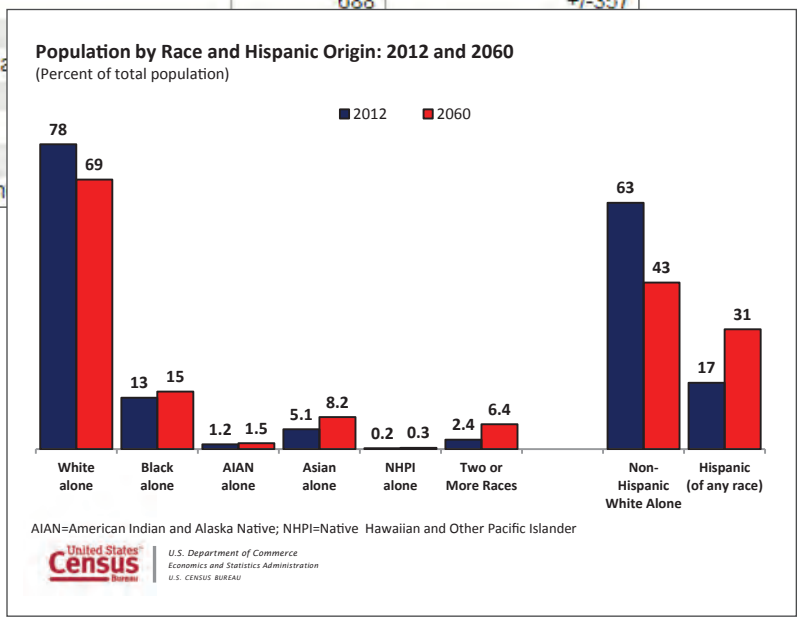
Data on race can also be found through these various programs:

- American Community Survey
- Estimates and Projections
- Decennial Census
- Economic Census
- Current Population Survey

How does the Census Bureau release race and ethnicity data?

These data are available in tables through the various tools, publications, working papers, and through infographics as well as new releases.

	Washington city, District of Columbia	
	Estimate	Margin of Error
Total:	633,736	*****
Not Hispanic or Latino:	571,099	*****
White alone	224,184	+/-250
Black or African American alone	308,766	+/-820
American Indian and Alaska Native alone	1,384	+/-190
Asian alone	22,512	+/-613
Native Hawaiian and Other Pacific Islander alone	186	+/-105
Some other race alone	1,311	+/-286
Two or more races:	12,756	+/-1,114
Two races including Some other race	836	+/-264
Two races excluding Some other race, and three or more races	11,920	+/-1,050
Hispanic or Latino:	62,637	*****
White alone	30,771	+/-1,988
Black or African American alone	5,372	+/-899
American Indian and Alaska Native alone	688	+/-357
Asian alone		
Native Hawaiian and Other Pacific Islander a		
Some other race alone		
Two or more races:		
Two races including Some other race		
Two races excluding Some other race, an		



How can I use this information?

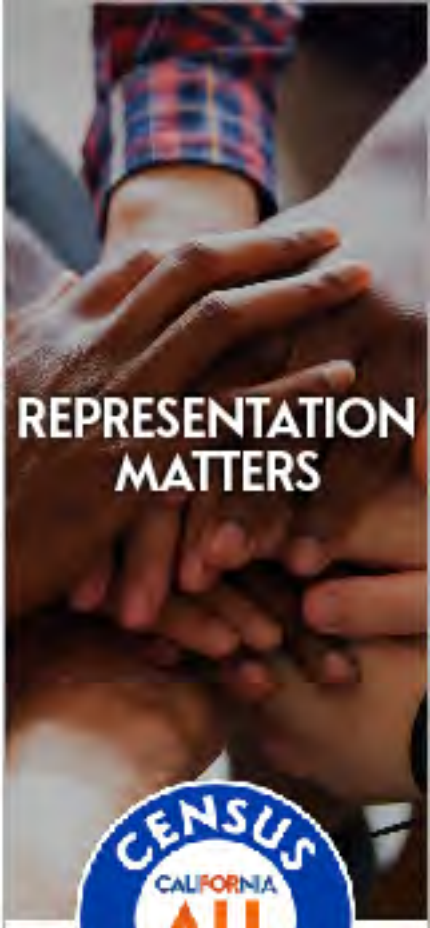
Race and ethnicity data can be used for:

- Developing business plans
- Understanding disparities in housing, employment, income and poverty
- Completing grants

Where can I find race and ethnicity data?

Various data tools are available on census.gov. To access the data tools go to: *www.census.gov/data/data-tools.html*

For more information about education and training go to: *www.census.gov/mso/www/training/*.



CENSUS CALIFORNIA ALL 2020

THE CENSUS IS COMING SPRING 2020

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REPRESENTATION MATTERS

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2020 CENSUS
A GUIDE FOR CALIFORNIA'S SCHOOL-BASED OUTREACH

Students Count

November 2019

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Overview

California has the top ten hardest to count counties in the United States, and school-aged children are oftentimes forgotten when their families complete the census questionnaire.

The purpose of the toolkit is to provide administrators and teachers with basic census information to help increase knowledge of the census and to encourage family of students to accurately complete the questionnaire.

California receives over $7 billion in vital federal aid for programs that support our schools. Some of these programs serve our hardest to count populations: Special Education, English Language Learner Support and Migrant Education.

Nationwide, the census count determines the distribution of over $675 billion for federal programs that shape our transportation systems, elderly care, hospitals and other community services.

This toolkit includes: a sample parent letter, social media posts, and talking points to engage your school community in Census 2020 participation.

Census Day is April 1, 2020. Individuals will have until July 30 to complete the census questionnaire form. Every Californian counts. Make sure California's school-aged children are counted.

Overview

WHAT IS IN THIS TOOLKIT?

This toolkit is a collection of communication resources, such as tips, templates, examples and timelines, designed for K-12 administrators in schools to plan and activate a successful Census 2020 campaign. The tools can be used individually or combined creatively to engage students, parents, school officials and the surrounding community.

HOW TO USE THESE TOOLS

Each section includes a user-guide, a tool icon in orange and a description of the specific tool in a box on the top right corner of the page. It looks like this example below.

Purpose	Suggested Tools and Tool Icon	When to use the tools
Planning	Timeline tools Messaging tools	When planning activities that schools may participate in. The timeline is month to month from October 2019 through April 2020.
Parent Support	Templates: ▪ Parent letter ▪ What every parent needs to know Educational Tools ▪ Census 101 ▪ District Title 1 Part A allocation	To outreach and educate student's parents, guardians and family members on what the Census is, how they can get involved and why they should participate. Use the parent letter tool as your first point of contact to introduce your school's active participation in Census 2020.
School Board Support	Board Resolution template	Specific language tailored to creating a resolution.
Verbal Communications	Messaging tools ▪ Talking Points	Tips and templates to help develop and tailor your spoken messages to various audiences.
Written and Visual Communications	Messaging tools ▪ Text messages ▪ Press release template ▪ Public Service Announcement ▪ Social networking	Tips and templates to help develop and tailor your written messages to various audiences and for different medias.
Outreach and Education	Educational Tools ▪ Census 101 ▪ Additional Resources	Education tools available for anyone you serve to learn about the Census and to access other Census related resources.

Message from the Director

California's schools have an important role in Census 2020 outreach. We are asking educators across the state to help us ensure every Californian is counted. An accurate count in the census assures we receive our fair share of federal funds that support programs like special education, before and after school, and school nutrition. California receives over $7 billion in federal aid to support our schools.

Best practices for education outreach involve parents, teachers, and administrators in census outreach. Census outreach efforts in schools would include programs like migrant education, adult education, and early childhood education. A key message that should be conveyed to parents is the census is safe, secure, and confidential. Please reassure parents their information is confidential and safe.

Schools are also encouraged to coordinate outreach efforts with community-based outreach efforts by inviting speakers from local Complete Count Committees, hosting joint informational forums, and staying connected with state-funded Census Complete Count Regional Program Managers.

This is a link to help support local coordinated efforts.

This toolkit is filled with information to support a robust outreach program in California's schools. An accurate census count is vital to schools receiving their fair share of funding to support operations.

You are our trusted messengers. Your outreach efforts will help ensure every child is counted.

Thank you for your community's support of Census 2020 outreach efforts.

Ditas Katague, Director
California Complete Count, Census 2020

K-12 Schools Census Outreach Resources

Census 2020 Timeline for Schools

This is the Census 2020 month-to-month timeline of focused activities and suggested tools for planning purposes. The suggested tool can be found in the corresponding pages.

Timeline and Activities

Month	Focus of the month	Suggested tool	Page
November	Engage authorities to pass resolution	▪ Resolution Template	8
November	Start outreach to parents and families	▪ Parent letter	6
December	Introduce support for Census 2020	▪ Text message 1	7
December	Outreach and encouragement to completing Census	▪ Press Release	10
January	Welcome to 2020, Year of the Census	▪ Text message 2	7
February	Commit to Census 2020	▪ Text message 3	7
April	Celebrate Census Day on April 1	▪ Text message 4	7

K-12 Schools Census Outreach Resources

Talking Points

Verbal Communication

- Every ten years the U.S. Census Bureau counts every person in the U.S., and this will be the first census to rely heavily on online responses.
- The census counts everyone living in the United States, regardless of immigration status.
- The census does not ask about immigration status.
- California schools receive over $7 billion in federal funding, which is impacted by a complete and accurate census count. Census numbers are used to allocate, monitor, and evaluate education programs.
- Participating in the 2020 Census ensures that you and your communities have fair representation. The 2020 Census will determine the number of representatives California has in the U.S. House of Representatives and the number of votes we have in the Electoral College. Census data will also be used to redraw State Assembly and Senate boundaries.
- The 2020 Census is safe and secure.
- The Census Bureau cannot release any identifiable information about individuals, households, or businesses even to law enforcement agencies. (Title 13 of the U.S. Code)
- Census information can only be released after 72 years. (Title 44 of the U.S. Code)
- All U.S. Census Bureau staff take a lifetime oath to protect your personal information, and any violations come with a penalty of up to $250,000 and/or up to 5 years of prison.
- A Census worker will never ask for donations or money, a full social security number, any type of funds on behalf of a political party, your mother's maiden name, credit card numbers, or full bank account numbers.
- Census workers have a Census Bureau I.D. badge with name, photo, Department of Commence watermark, and date of expiration.

Sample Parent Letter

Written Communication Template

Date

Dear Parent/Guardian:

I am writing to share very important information about an event that will take place in Spring 2020: the U.S. Census. The census is a count of all people living in the U.S. and takes place every 10 years. It is simple and confidential to complete. For the first time, you can respond online. You will receive a unique identifying number in the mail, which will allow you to fill out the online form beginning in March 2020. It will ask questions about your household such as how many people reside in your home, date of birth, race, and sex. Here are some things you should know:

Your identity remains anonymous. Any personal information you provide on the census form is protected by law and cannot be shared with anyone or any other federal agency. Regardless of your immigration status, the information cannot be used against you or to invade the privacy of you or any members of your family.

The Census is important. The Census is important because it helps to decide how much federal money our schools will get over the next ten years, and how much money our state will get for our parks, neighborhood improvements, public health, transportation, and many other programs and services.

The Census is safe. All the data collected through the census is protected under Title 13 of the U.S. Code. Records are confidential for 72 years by law. All U.S. Census Bureau employees swear a lifetime oath to protect respondent information. The U.S. Census will never share a respondent's personal information with other government agencies. Data is only released in summary tables; no individual records are released. The penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.

What do you need to do? Complete the short and easy form online. If you don't have a computer at home, you can use one at a library or at a location in your community clearly identified Census Questionnaire Assistance Center.

Your kids count, so make sure to count them when you fill out the census form in Spring 2020!

Sincerely,
XXXXXXX, Principal

Sample Scripts for Text Messaging

If your school uses the Remind App or any other text messaging tool to communicate with parents/students, use this tool to help craft text messages. Follow the Census Timeline and suggested Activities on Page 4.

Written Communication Template

Sample Text 1	Welcome back from Thanksgiving break. This is a reminder that the census will be taking place starting in March. You will receive a postcard detailing how you can safely and confidentially complete your form online or request a paper form. Remember to count everyone in your house, including young children. Learn more at www.californiacensus.org.
Sample Text 2	The census is coming in Spring 2020. Come out and support the activities to raise awareness about the importance of participating the census during Census Week [insert dates of Census week here]. There will be a rally on _____ & we will have Questionnaire Assistance Centers (QAC) open to complete the Census form (open time) am until (closing time) pm. Click here to find a QAC near you. [insert link to find a QAC]
Sample Text 3	We hope you made it out to a Census Week event! Remember, our students are counting on you to be counted. You can complete the form online until April 30. Be counted!
Sample Text 4	The deadline to complete the online Census form is April 30. Come by the school and complete your form between (open time) and (close time) at the Census Questionnaire Assistance Center, located at _____. See you soon!

Sample Board Resolution for "2020 Census in Schools Week"

This tool will assist your school board with preparing a comprehensive resolution with essential Census 2020 information and its relevance to your school.

Board Resolution Template

WHEREAS, the decennial census takes place every 10 years to count the residents of each state and help identify where to allocate over $675 billion in federal funds to states; and

WHEREAS, the 2020 Census will determine the number of representatives California has in the U.S. House of Representatives and the number of votes we have in the Electoral College. Your information will also be used to redraw State Assembly and Senate boundaries. Participating in the 2020 Census ensures that you and your communities have fair representation.

WHEREAS, an accurate census count is critical to the well-being of every community in determining where services are most needed, and to provide important federal and state funds for school districts; and

WHEREAS, it is vital for all local superintendents, principals, teachers and parent organizations to relay the importance of the census to families and community members to ensure everyone is counted, therefore maximizing political representation and funding appropriations within our school district and county; and

WHEREAS, *(School District/County Office of Education)* invites schools to dedicate a week during January 2020 through March 2020 as "Census in Schools Week," to help reinforce the importance of participation in the census; and

WHEREAS, *(School District/County Office of Education)* encourages all schools, especially Title I schools with large Title III populations, to coordinate with their Local Regional Program Managers on the best practices to implement outreach strategies that schools can incorporate to ensure they have the most complete and accurate count of their surrounding residents; and

WHEREAS, *(School District/County Office of Education)* supports the goals and ideals for the 2020 Census and will lend its support to the education community in being responsive to federal and state census liaisons;

NOW, THEREFORE, BE IT RESOLVED that *(School District/County Office of Education)* recognizes the long-term effects of an accurate and complete census count for garnering much-needed resources for our state; and

BE IT FURTHER RESOLVED that we stand with all students, families, school districts and County Offices of Education to be counted on the official Census Day of April 1, 2020.

K-12 Schools Census Outreach Resources

Social Media

Hashtags:
#2020Census #CaliforniaForAll #BeCounted

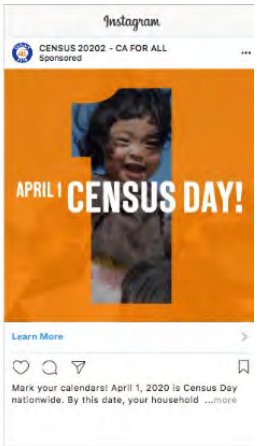
Written and Visual Communication Tools

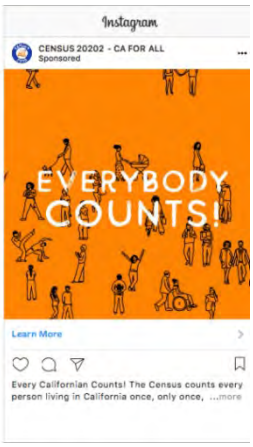
Examples: Content and Design

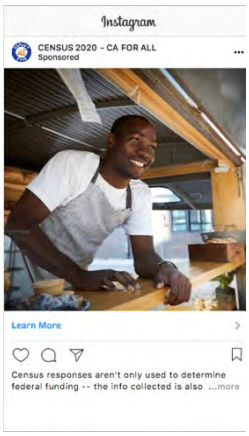
#FAQFRIDAY
California's committed to ensuring you avoid scams or fraudulent activity associated with the #2020Census. Here are some helpful tips:

(image description)
How to verify the identity of a Census Bureau worker: they must present a photo ID badge, with a Department of Commerce watermark & expiration date. They may be carrying a Census Bureau phone, laptop or bag with a Census Bureau logo. If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative.
#2020Census #CaliforniaForAll #BeCounted

Sample Social Media Posts







California Census Social Media Pages – Click on the icons below and follow us

Sample Press Release

Use this tool to create a press release to send out to your local media outlets. i.e. local newspapers, community newsletters, district news, city newsletters, civic clubs with publications, places of worship with bulletins, etc.

Written and Visual Communication Tools

FOR IMMEDIATE RELEASE: [Date]
MEDIA CONTACT: [Add contact info: email and phone]

PRESS RELEASE

STUDENTS AT {SCHOOL/SCHOOL DISTRICT} LEARN THE IMPORTANCE OF THE 2020 CENSUS

(District/County) announces a partnership with California Complete Count-Census 2020 Office and the use of California Census Schools-Based Outreach tool *Count Me In, Students Count* to help students Kindergarten through twelfth grade learn about the importance of census participation. Participating schools will use the occasion of the decennial census to encourage students to share information about participating in the census with their parents or guardians.

"We are excited to bring the program to (County, District) students," stated (NAME AND TITLE SUPERINTENDENT/PRINCIPAL). "Educators are vital to ensuring an accurate count, and therefore a successful 2020 Census. There are more than $675 billion allocated in federal funding and awarded based on census counts. These funds affect not only education, but where new businesses are developed, school locations, and housing for the elderly. California schools receive over $7 billion to support programs such as afterschool, school nutrition, and special education.

"California is determined to achieve a complete census count, where every Californian is counted. We've started early and are committing more resources than any other state to a robust outreach and engagement effort to reach all Californians," said Ditas Katague, Director California Complete Count – Census 2020.

The state has worked with California's teachers to develop curriculum made for and by California teachers. *"The Count Me In* program offers an easy way to share census information with kids and parents," said {INSERT TEACHER/ PRINCIPAL}.

"We are thrilled students at {INSERT SCHOOL/DISTRICT} are learning the importance of the census and playing an active role in their community."

Public Service Announcement

This tool is to help you draft a Public Service Announcement (PSA)-- a brief statement released free of charge by media outlets. This will help raise awareness about Census and help influence the public to complete their Census questionnaires.

Written Communication Template

Public Service Announcement Example

Census data are used to determine each state's Congressional seats and to disburse more than $675 million in federal funds to local, state, and tribal governments each year. Census data supports decisions about which community services to provide. The 2020 Census is the first online census questionnaire. The census site is safe and confidential. The Census has 10 questions. Families, parents, and friends can complete the online Census Questionnaire from March 12, 2020, up until July 2020 by mail, by phone and online.

For more information about the U.S. Census go to: www.census.gov

Coloring Activity

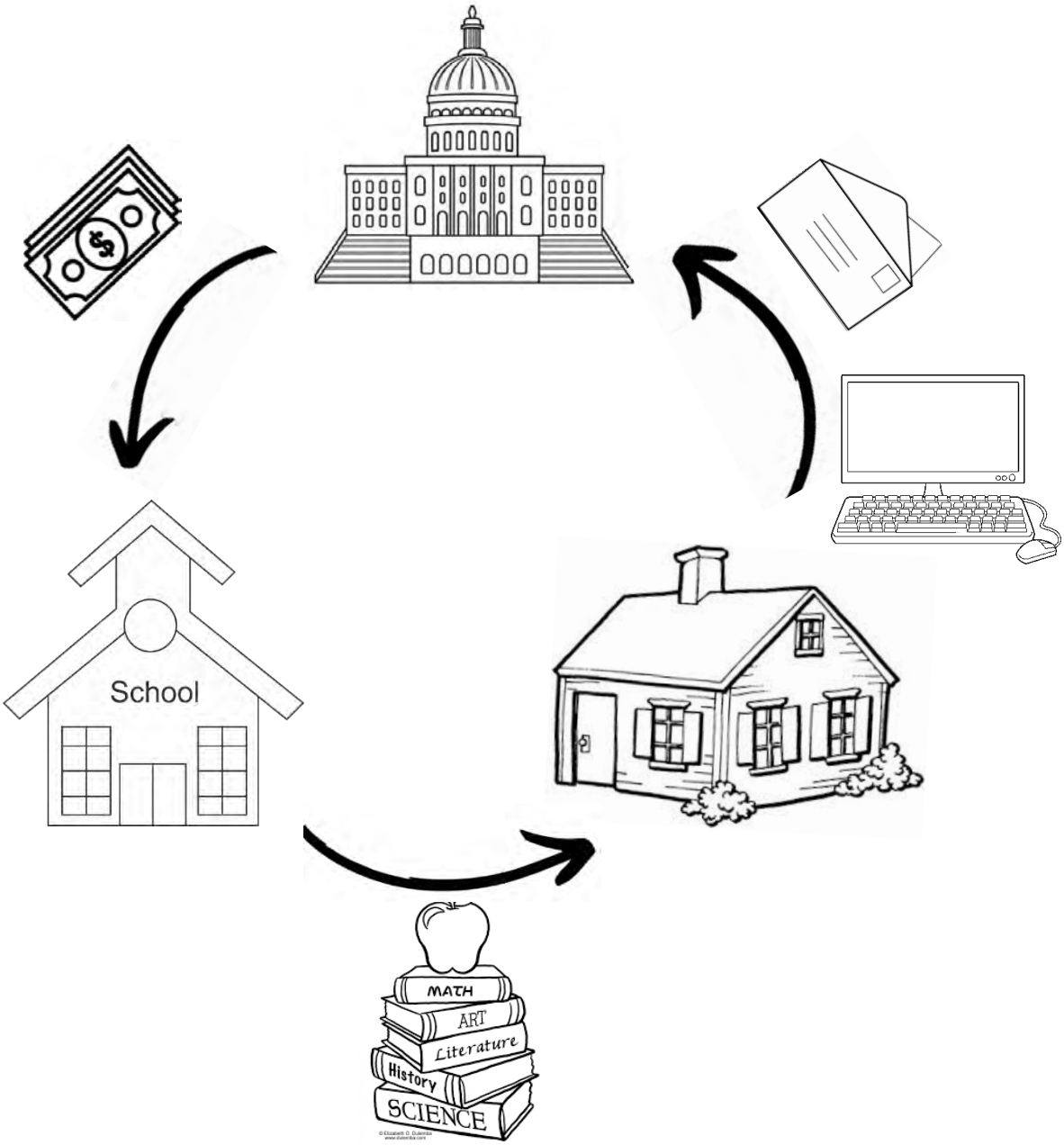
Educational Tool

Name: _____

Date: _____

U.S. Census Cycle

Census Day: April 1, 2020



K-12 Schools Census Outreach Resources

Weblinks and Printables

Use this resource to navigate other Census 2020 online resources to download printable and helpful information for educational purposes.

Educational Tools

U.S. Census Bureau Resources	
Census Questionnaire	https://www.census.gov/programs-surveys/decennial-census/technical-documentation/questionnaires/2020.html
Title 13 Confidentiality Fact Sheet	https://www.census.gov/content/dam/Census/library/factsheets/2019/comm/2020-confidentiality-factsheet.pdf
U.S. Census Outreach materials	https://2020census.gov/en/partners/outreach-materials.html
Census Privacy Protections	https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html
US Census Statistics in the Schools	https://www.census.gov/schools/
California Complete Count Census Office Resources	
California Census 2020	https://californiacensus.org/
Regional Program Manager List for assistance from local CA Census staff	https://census.ca.gov/wp-content/uploads/sites/4/2019/07/CA-Census-Outreach-Team.pdf
Other Resources	
First Five	http://first5association.org/census-2020-resources/
National Association of Latino Elected and Appointed Officials	http://www.naleo.org/census2020
Los Angeles County Office of Education Constitution Day	https://www.lacoe.edu/Portals/0/Curriculum-Instruction/Constitution%20Day%20Resources.pdf?ver=2016-09-07-110754-997
Count All Kids	https://countallkids.org/
California State Libraries Census Toolkit	https://www.library.ca.gov/services/to-libraries/census/

K-12 Schools Census Outreach Resources

CENSUS 101

What Kind of Questions Will Be Asked?

- Name
- Phone Number
- Age
- Sex
- Hispanic Origin
- Race
- Household Tenure (own/rent)
- Number of Persons in Household
- Does a person usually stay or live somewhere else?

Privacy and Protections

- All data are protected under Title 13 of the U.S. Code. Records are confidential for 72 years by law.
- The US Census Bureau will never share a respondent's personal data with other government agencies.
- Data is only released in summary tables; no individual records are released.
- All Census Bureau employee swear a lifetime oath to protect respondent information. The penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,00

Census Key Dates

March 12–20	Postcard to reply online
March 16–24	A reminder letter
March 26–April 3	A reminder postcard
April 8–16	A reminder paper letter questionnaire
April 20 – 27	A final reminder postcard before an in-person follow-up

4 Ways to Complete

- Census Enumerator
- Mail
- Phone
- Online

K-12 Schools Census Outreach Resources

What Every Parent Needs to Know

Use this tool to help educate parents about Census and to encourage their participation.

Educational Tool

Census data is used to fund federal programs for schools. In California, over $7 billion in federal funding supports school programs such as: school nutrition, after school, special education, English Language Learners, Native American students, farm workers, youth experiencing homeless, and Head Start programs.

_____school district receives _____dollars in
FY 2019-2020 Title I Part A Federal funds alone!
https://www.cde.ca.gov/fg/fo/r14/title1pa19result.asp

Your participation matters. Counting all children, even those in preschool, is essential for California's schools to receive their fair amount of funding.

The Census is Safe

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

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics- these cannot be used against you!

All U.S. Census bureau staff take a lifetime oath to protect your personal information and any violation comes with a penalty of up to 5 years in prison and/or a $250,000 fine. This is the law.

First Digital Online Census

There are 12 languages available by phone

Census never asks for:

- Credit card numbers
- Your immigration status
- Your money

K-12 Schools Census Outreach Resources

Sample of District Title 1 Part A Allocations

Use this tool to inquire about federal funding allocation for your school district.

Educational Tool

Find your district amount at: California Department of Education

Sample:

Title I, Part A—Improving Basic Programs Operated by State and Local Education Agencies
Every Student Succeeds Act
Fiscal Year 2019–20

Preliminary eligibility amounts are posted for local educational agencies (LEAs). Eligibility amounts have been adjusted for LEAs that fa applicable to 2019-20 funding and did not receive an approved federal waiver, pursuant to Section 8521 of the ESEA. Other requiremen

County Name	Local Educational Agency	2019-20 Preliminary Eligibility Amount
Ventura	Simi Valley Unified	$1,609,103
Ventura	Somis Union	$54,529
Ventura	Ventura Unified	$1,830,843
Ventura	Conejo Valley Unified	$1,492,029
Ventura	Oak Park Unified	$84,438
Ventura	Moorpark Unified	$437,805
Ventura	Santa Paula Unified	$1,193,332
Ventura	Golden Valley Charter	$55,994
Ventura	University Preparation Charter School at CSU Channel Islands	$146,337
Ventura	Valley Oak Charter	$0
Ventura	Vista Real Charter High	$287,594
Ventura	Ventura Charter School of Arts and Global Education	$47,995
Ventura	Camarillo Academy of Progressive Education	$12,261
Ventura	Meadows Arts and Technology Elementary	$6,743
Ventura	Architecture, Construction & Engineering Charter High (ACE)	$44,036
Ventura	IvyTech Charter	$0
Ventura	BRIDGES Charter	$11,648
Ventura	River Oaks Academy	$24,997
Yolo	Yolo County Office of Education	$165,264
Yolo	Davis Joint Unified	$718,368
Yolo	Esparto Unified	$144,967
Yolo	Washington Unified	$1,958,989
Yolo	Winters Joint Unified	$190,472
Yolo	Woodland Joint Unified	$2,122,820
Yolo	Sacramento Valley Charter	$74,853
Yolo	River Charter Schools Lighthouse Charter	$46,296
Yolo	Empowering Possibilities International Charter	$103,542
Yolo	Yolo County Career Academy	$0
Yuba	Yuba County Office of Education	$165,392
Yuba	Camptonville Elementary	$23,680
Yuba	Marysville Joint Unified	$3,905,107
Yuba	Plumas Lake Elementary	$154,074
Yuba	Wheatland	$182,222
Yuba	Wheatland Union High	$66,071
Yuba	CORE Charter	$83,515
Yuba	Yuba Environmental Science Charter Academy	$35,007
Yuba	Paragon Collegiate Academy	$62,674
Statewide Total		**$1,786,333,413**

California Department of Education
School Fiscal Services Division
July 1, 2019

Contact

California Complete Count Census 2020 https://californiacensus.org/

US Census Bureau www.Census.gov

California Complete Count
Census 2020 Office
400 R Street, Suite 359
Sacramento, California 95811
(916) 852-2020
www.census.ca.gov

California Complete Count Regional Program Managers:
https://census.ca.gov/regions

California Complete Count- Census 2020
Mignonne Pollard, Ed.D., Education Sector Program Manager

Special thanks to Regina Brown Wilson, Statewide Education & Community Outreach 2010

Free

Engaging

Designed by teachers

Pre-K through grade 12

English, math, history, geography, sociology, and more

New materials for 2020

For use within existing lesson plans

Start Shaping the Future of Students Today!

Visit the SIS website to access more than **200 free** classroom activities, maps, and other resources. Search for activities by subject or grade level, pull up interactive data tools, and find videos that bring data to life.

CENSUS.GOV/SCHOOLS

Get Ready for the 2020 Census

Visit the 2020 Census website to learn more about the 2020 Census and how to help everyone in your community be counted.

2020CENSUS.GOV

Statistics in Schools and the 2020 Census

This is your chance to shape the future of every student for the next 10 years.

STATISTICS IN SCHOOLS

Shape your future
START HERE >

United States Census 2020

What Is Statistics in Schools?

Statistics in Schools (SIS) is a U.S. Census Bureau program that uses census statistics to create classroom materials for grades pre-K through 12. Teachers and subject matter experts nationwide helped develop each SIS activity to make sure it is valuable and engaging. The SIS program includes more than 200 activities and resources in a variety of subjects.

What's New for 2020?

SIS has crafted new materials specifically for the 2020 Census, including:

- **67 new activities** for grades pre-K through 12 that have students use data in interactive ways to build skills in subjects like history, math, geography, and English.
- **Large, colorful maps** with fun, census-based facts about the country and its territories, including state-by-state comparisons.
- A **storybook** with activities and a **music video** for children in preschool and early grades.
- **Resources** for English language learners and adult English as a second language students.

How Does the Use of SIS Impact School Funding?

By using new SIS materials, you can educate students and the adults in their home on the importance of counting everyone in the 2020 Census, especially children.

Census responses drive decisions on the annual allocation of more than **$675 billion** in federal funds to states and communities, which includes support for school programs and services such as these:

- Special education
- Free and reduced-price lunch
- Class size reduction
- Classroom technology
- Teacher training
- After-school programs
- Head Start

Why Should You Get Involved?

By using and promoting the SIS program, you can:

- **Impact** the amount of federal funding received by schools in your community.
- **Influence** student readiness for learning.
- **Enhance** student learning across subjects.
- **Boost** students' statistical literacy and data-finding skills.
- **Prepare** students for a data-driven world.
- **Empower** teachers to easily bolster their existing lesson plans.
- **Motivate** households to complete the 2020 Census form.

You Can Be the Difference

As a teacher, principal, superintendent, school board member, or education advocate, you can make a difference for student learning and school-related funding in your district.

- **Use SIS activities**, including new 2020 materials, and share your experiences with peers.
- **Promote** the use of SIS in your community's schools by raising teachers' awareness of the program and its value.
- **Share information** about SIS with your networks to expand its impact to benefit as many schools and students as possible.

"I never realized how important information from the decennial census is for determining federal funding for our schools each year."

Sarah Calhoun, kindergarten teacher

CENSUS
CALIFORNIA
ALL
2020

THE CENSUS IS COMING SPRING 2020

LEARN MORE

STRENGTH IN NUMBERS

THE CENSUS IS COMING SPRING 2020

LEARN MORE

CENSUS CALIFORNIA ALL 2020

THE CENSUS IS
COMING SPRING 2020

LEARN MORE

CENSUS
CALIFORNIA
ALL
2020

THE CENSUS IS COMING SPRING 2020

LEARN MORE

STRENGTH IN NUMBERS

CENSUS CALIFORNIA ALL 2020

THE CENSUS IS
COMING SPRING 2020

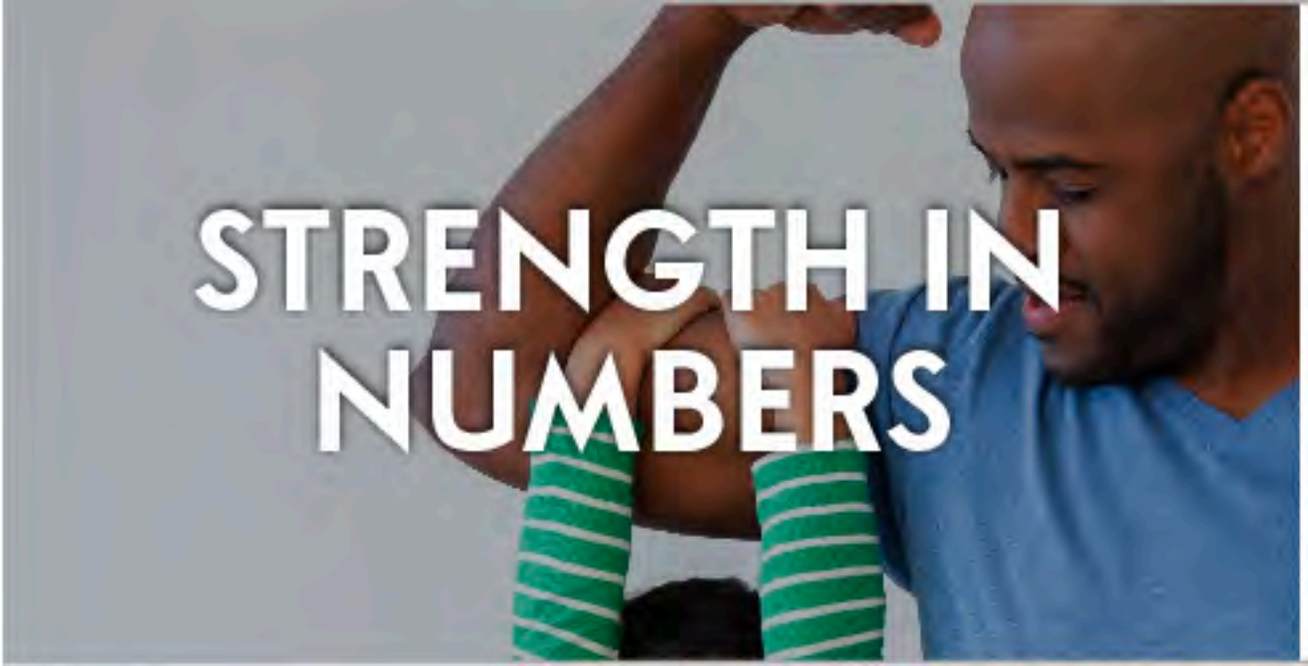
LEARN MORE

STRENGTH IN NUMBERS

THE CENSUS IS COMING
SPRING 2020

LEARN MORE

CENSUS
CALIFORNIA
ALL
2020



THE CENSUS IS
COMING
SPRING 2020

LEARN MORE

CENSUS
CALIFORNIA
ALL
2020

STRENGTH IN NUMBERS
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STRENGTH IN NUMBERS

CENSUS
CALIFORNIA
ALL
2020

ਮਰਦਮਸ਼ੁਮਾਰੀ
CALFORNIA
ALL
2020

ਅਗਲੀ ਜਨਗਣਨਾ 2020 ਦੀ ਬਸੰਤ ਵਿੱਚ ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਗਾਟਿ ਜਾਣ ਨਾਲ ਹੀ ਤਾਕਤ ਵੱਧਦੀ ਹੈ

ਅਗਾਲੀ ਜਨਗਣਨਾ 2020 ਦੀ ਸਮਾਪਤੀ ਵੱਲ ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਜਨਗਣਨਾ ਵਿਚ ਸ਼ਾਮਲ ਹੋਣ ਲਈ ALL 2020

ਅਗਾਲੀ ਜਨਗਣਨਾ 2020
ਦੀ ਬਸੰਤ ਵਿਚ ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਅਗਲੀ ਜਨਗਣਨਾ 2020
ਦੀ ਬਸੰਤ ਵਿੱਚ ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਗਟਿ ਮਾਣ ਨਾਲ ਹੀ ਤਾਕਤ ਚੱਪਦੀ ਹੈ

ਅਗਲੀ ਜਨਗਣਨਾ 2020
ਦੀ ਬਸੰਤ ਵਿੱਚ ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਗਣਿੰਤੀ ਜਾਣ ਨਾਲ ਹੀ ਤਾਕਤ ਵੱਧਦੀ ਹੈ

ਅਗਲੀ ਜਨਗਣਨਾ 2020 ਦੀ
ਬਸੰਤ ਵੀਕ ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਸਰਬਸਮੁਮਾਰੀ
CALIFORNIA
ALL
2020

ਅਗਲੀ ਜਨਗਣਨਾ
2020 ਦੀ ਬਸੰਤ ਵਿੱਚ
ਹੋ ਰਹੀ ਹੈ।

ਹੋਰ ਜਾਣੋ

ਮਰਦਮਸ਼ੁਮਾਰੀ
CALIFORNIA
ALL
2020

ਗਣਿ ਜਾਣ ਨਾਲ ਹੀ
ਤਾਕਤ ਵੱਧਦੀ ਹੈ
ਮਰਦਮਸ਼ੁਮਾਰੀ
CALIFORNIA
ALL
2020

ਗਣਿ ਜਾਣ ਨਾਲ ਹੀ
ਤਾਕਤ ਵੱਧਦੀ ਹੈ
ਭਰਤਸਭਾਵੀ
CALIFORNIA
ALL
2020

CENSO CALIFORNIA ALL 2020

EL CENSO LLEGA ESTA PRIMAVERA

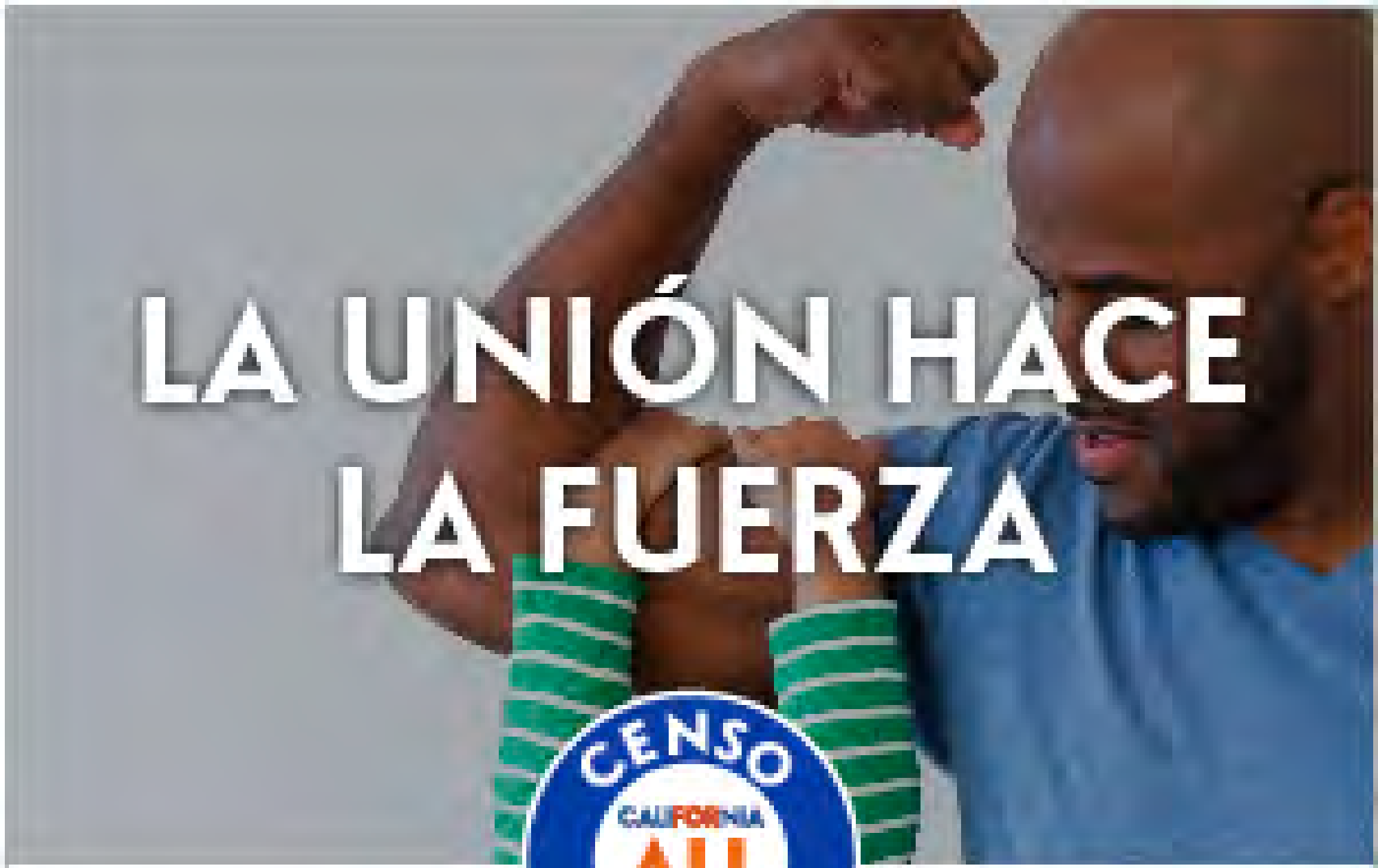
MÁS DETALLES

LA UNIÓN HACE LA FUERZA

EL CENSO LLEGA ESTA PRIMAVERA

MÁS DETALLES

CENSO CALIFORNIA ALL 2020



CENSO CALIFORNIA ALL 2020

EL CENSO LLEGA ESTA PRIMAVERA

MÁS DETALLES

CENSO CALIFORNIA ALL 2020

EL CENSO LLEGA ESTA PRIMAVERA

MÁS DETALLES

LA UNIÓN HACE LA FUERZA

CENSO ONLINE AIL 2020

CENSO CALIFORNIA ALL 2020

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BUSTOS MEDIA, LLC

2020 Census

Safety and Security

Your responses to the 2020 Census are safe.

Your responses to the 2020 Census are protected by law. Under Title 13 of the U.S. Code, the U.S. Census Bureau cannot release any information that identifies you individually. Every Census Bureau employee and contractor is sworn for life to always protect your information. Violating that oath carries stiff penalties for all Census Bureau workers — a fine up to $250,000 and/or up to five years in prison.

The Census Bureau uses your information for statistical purposes only, such as helping to inform decisions for new hospitals, schools and roads.

Responses to the 2020 Census are secure.

The Census Bureau has a team of cybersecurity experts who monitor and protect all agency technology around the clock. Our cybersecurity meets the highest standards for protecting your information. From the moment we collect your responses, our goal — and legal obligation — is to keep them safe. The Census Bureau's technology is protected by strong authentication and authorization methods and is fully "locked down" so that it can only be accessed by fully vetted individuals who are trained in data and cyber security. These individuals make sure we keep pace with evolving threats and security advancements.

No matter how you respond, your information remains protected.

The Census Bureau designed the information collection process with layers of security to keep your information safe and secure.

Whether you respond online, by phone, by mail, or if a census employee comes to your door, your information is collected, transmitted and kept secure throughout the process. When you are on our secure website, you can verify it's safe by making sure the address begins with 'HTTPS' and includes a lock symbol. If you're visited by a census employee, know that the technology they use has the same strong security controls, and is fully compliant with the standards mandated for Federal systems.

The Census Bureau works with the federal intelligence cyber community and industry experts to stay abreast of emerging cyber threats to continuously update protections and safeguards for your information.

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For more information:
2020CENSUS.GOV

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United States® Census 2020

Why We Ask

The 2020 Census is easy. The questions are simple.

The census asks questions that provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

- Determine how many seats your state gets in Congress.
- Guide how more than $675 billion in federal funding is distributed to states and communities each year.
- Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

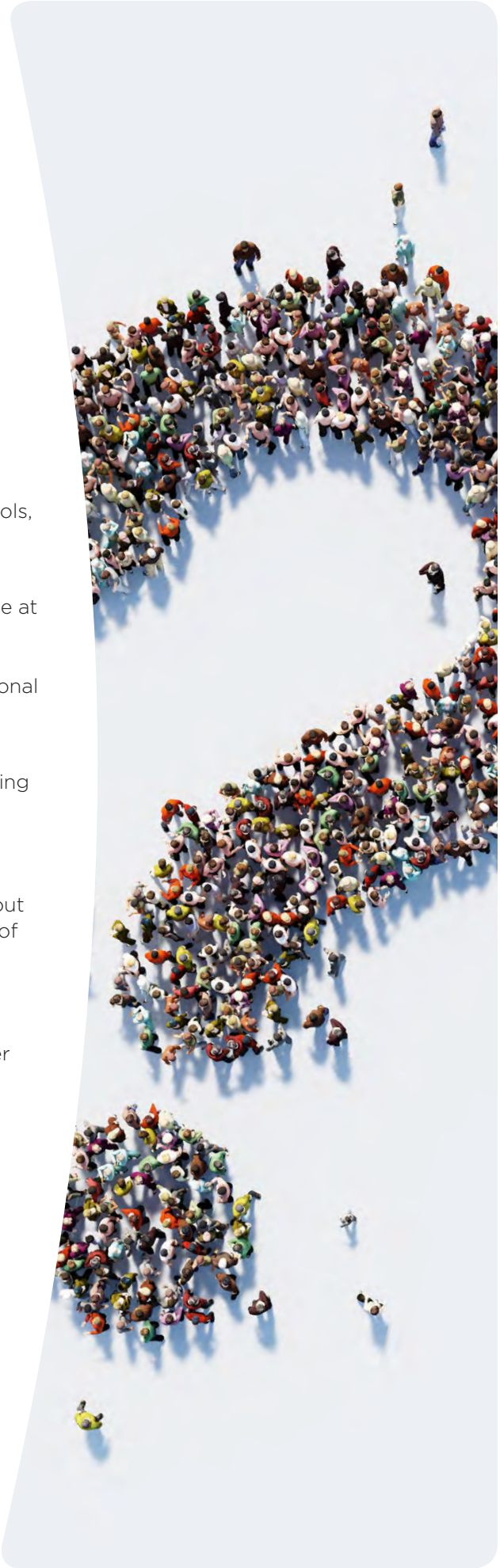
Population Count (Number of People Living or Staying)
We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for districts like congressional districts, state legislative districts and school districts.

Any Additional People Living or Staying
Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure that everyone living at an address is counted.

Owner/Renter
We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation's economy and help in administering housing programs and informing planning decisions.

Phone Number
We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau business.

Name
We ask for names to ensure everyone in the house is counted. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.



United States Census Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Sex
We ask about the sex of each person to create statistics about males and females. Census data about sex are used in planning and funding government programs, and in evaluating other government programs and policies to ensure they fairly and equitably serve the needs of males and females. These statistics are also used to enforce laws, regulations and policies against discrimination in government programs and in society.

Age and Date of Birth
We ask about age and date of birth to understand the size and characteristics of different age groups and to present other data by age. Local, state, tribal and federal agencies use age data to plan and fund government programs that provide assistance or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics also help enforce laws, regulations and policies against age discrimination in government programs and in society.

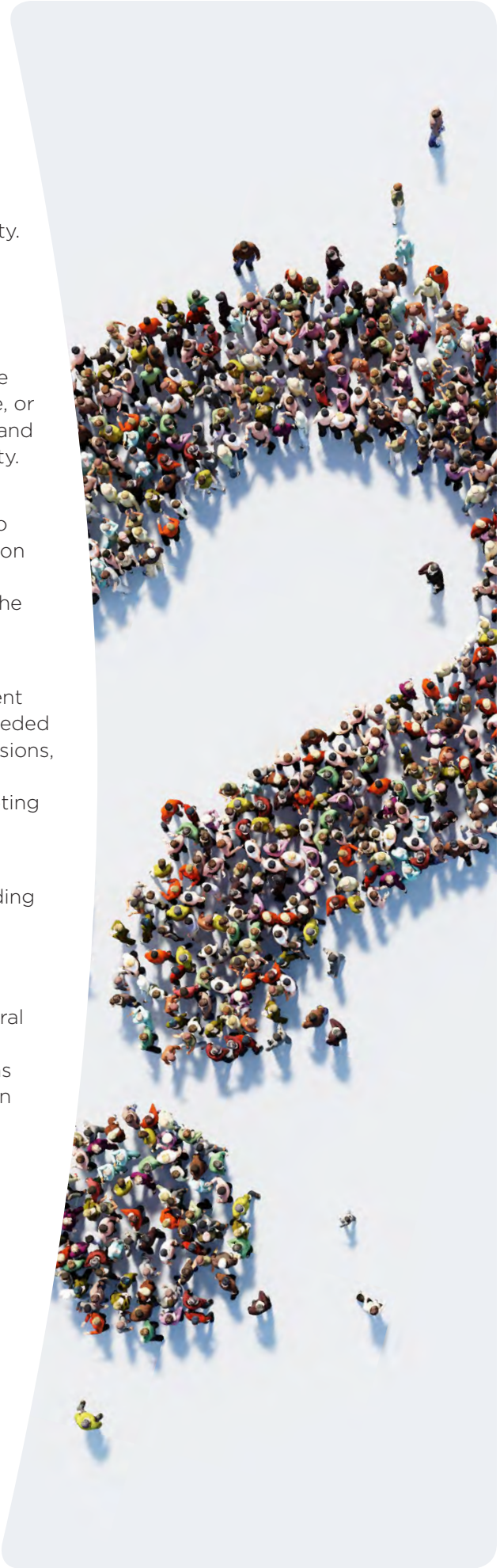
Hispanic, Latino or Spanish Origin
We ask about whether a person is of Hispanic, Latino or Spanish origin to create statistics about this ethnic group. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act.

Race
We ask about a person's race to create statistics about race and to present other statistics by race groups. The data collected in this question are needed by federal agencies to monitor compliance with anti-discrimination provisions, such as under the Voting Rights Act and the Civil Rights Act. State governments use the data to determine congressional, state and local voting districts.

Whether a Person Lives or Stays Somewhere Else
Our goal is to count people once, only once and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure individuals are not included at multiple addresses.

Relationship
We ask about the relationship of each person in a household to one central person to create estimates about families, households and other groups. Relationship data are used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren, or other households that qualify for additional assistance.

Citizenship
A question about a person's citizenship is used to create statistics about citizen and noncitizen populations. These statistics are essential for enforcing the Voting Rights Act and its protections against voting discrimination. Knowing how many people reside in the community and how many of those people are citizens, in combination with other information, provides the statistical information that helps the government enforce Section 2 of the Voting Rights Act and its protections against discrimination in voting.



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