

Why Does the Census Matter in California?

FUNDING

- Over \$76 billion in federal funding is distributed annually based on Census data
- For every Californian missed, we lose approximately **\$1,000** per person per year

POLITICAL POWER

- Congressional representation
- Reapportionment and redistricting

In the 1990 undercount California **LOST** a congressional seat

In 2000 just 18 census participants **ADDED** a congressional seat



Marin County Census 2020

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Agenda

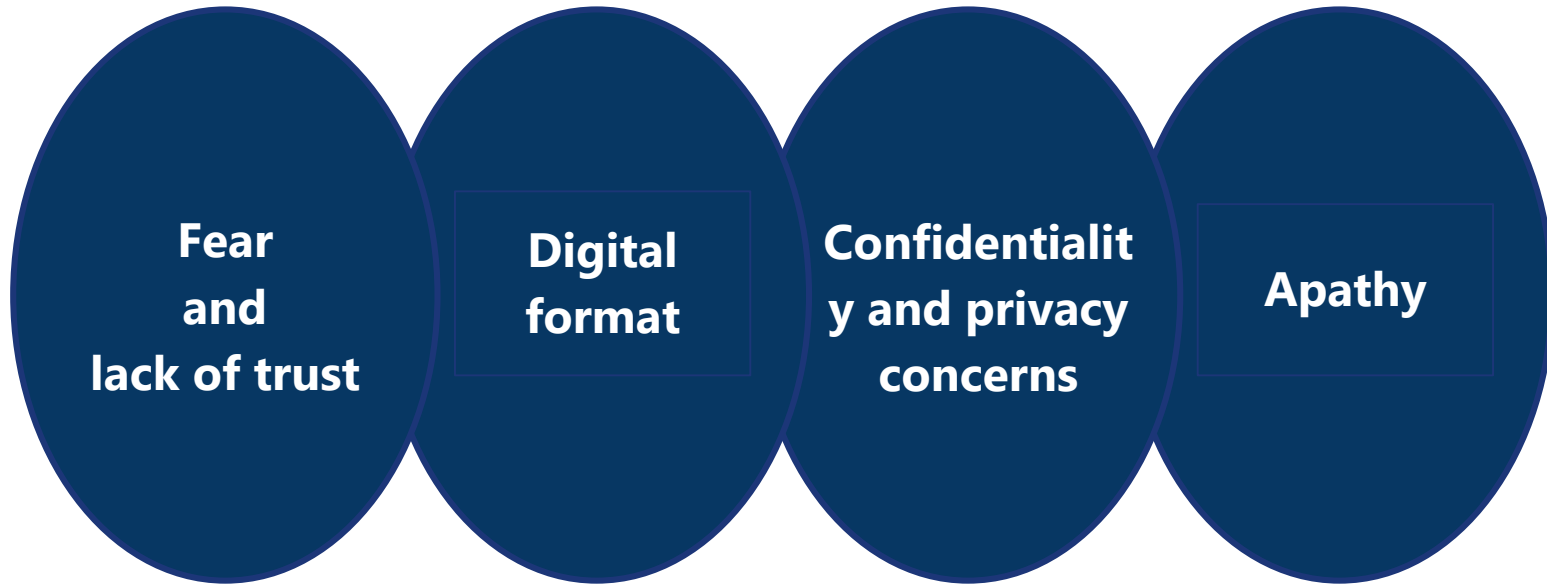
- Historically Undercounted Communities
- Barriers to Response
- Confidentiality
- Countywide Outreach
- Census 2020 Timeline
- Trusted Messenger Pledge Campaign

Historically Undercounted Communities

A population may be hard to ***identify***, hard to ***reach***, hard to ***persuade***, hard to ***interview***, or perhaps all of these.

- Latinos
- African Americans
- Asian/Pacific Islander
- Native Americans and Tribal
- Middle Eastern/North Africans,
- Immigrants and Refugees
- Farmworkers
- People with Disabilities
- Homeless Individuals/Non Conventional Housing
- Veterans
- Seniors/Older Adults
- Children 0-5
- Households with Limited English Proficiency

Barriers to Response



How Are Census Data Used?

- Federal funding
- Reapportionment and redistricting
- Civil rights enforcement
- Policy-making and planning
- Business

Census Confidentiality

- Extremely strong laws protect the confidentiality of your census response.
- The Census Bureau is not allowed to share your personal information with anyone, including ICE, police, or any government agencies.
- The Census Bureau can only use your response to create general information about the population, like how many people live in your city, and statistics about age, gender, and race. The Census Bureau cannot share information about you as an individual.

Census Confidentiality Law

- Title 13 has harsh consequences for people who violate census confidentiality.
- Wrongful disclosure can lead to a \$250,000, up to 5 years prison or both.
- Title 13 is a federal statute, and has existed for decades.

Countywide Outreach

Roles & Responsibilities

- Accept State Census 2020 Agreement
- Collaborate w/state, regional & local CBOs, contractors & cities/towns
- Allocate grant funding
- Hire Canal Alliance w/ Community Action Marin to coordinate countywide approach

Objectives

- Promote, educate & increase census awareness
- Work with trusted messengers
- Target Hard-to-Count communities
- Develop innovative outreach strategies
- Ensure all residents participate and are counted

Deliverables

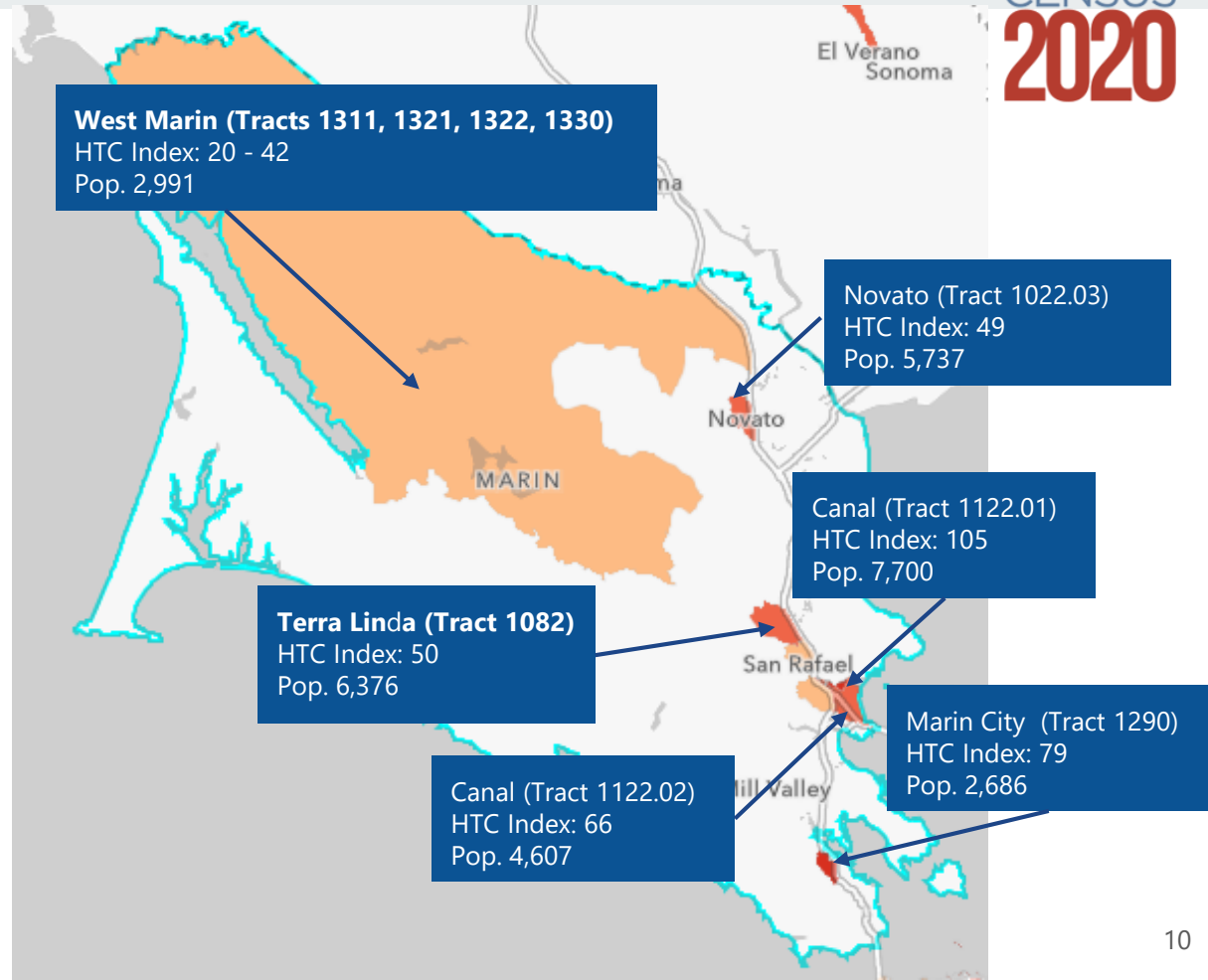
- Strategic Plan
- Implementation Plan
- Non-Response Follow Up Plan
- Final Plan
- Performance measures - SWORD

Marin Hard To Count

Focus of our outreach is communities and individuals least likely to respond based on the California Hard to Count (HTC) Index.

Hard to Count (HTC) Index

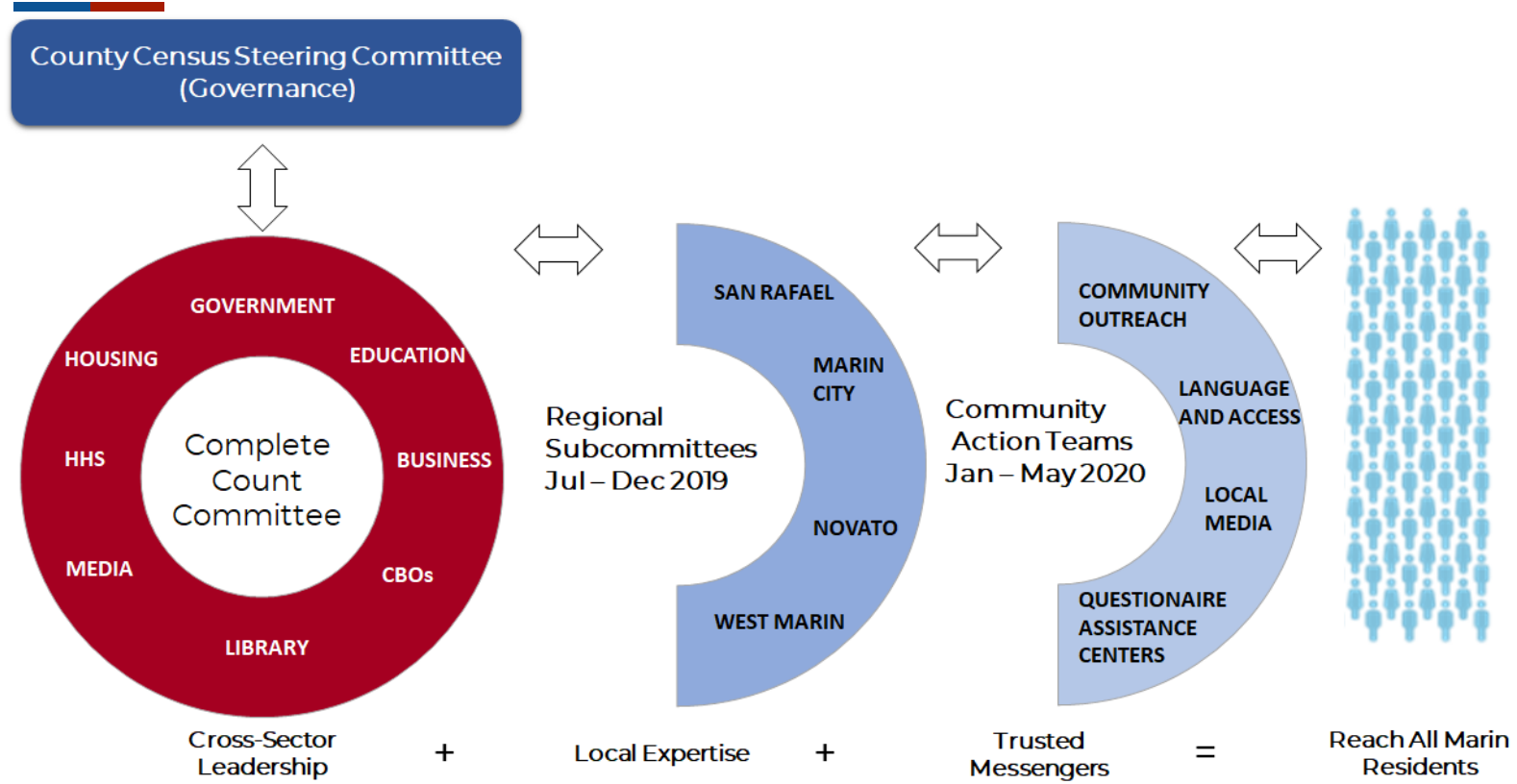
- 14 demographic, housing, and socioeconomic variables
- Each variable scored from 0-11 scale
- Total score range: 0-154 (easiest to hardest to count)
- **California HTC Index Average: 37**



Marin Complete Count Committee (CCC)

- Marin CCC's objective is to ensure that **Marin County has an accurate, fair and complete count** for the 2020 Census.
- **Three phased approach**
 - Now - Dec. 2019 - Awareness & Education
 - Jan. - Apr. 2020 - Targeted Outreach
 - May - Aug. 2020 - Non-Response Follow-up
- **We need your help** (Regional Subcommittees) to have a successful count where all are represented and counted.

Marin Complete Count Committee Structure



2019 Progress to Date

- **Feb. 5** - Board of Supervisors accepted state outreach grant
- **Feb. 14** - Formation of Marin Complete Count Committee (CCC) Staff Team
- **Mar. 18** - Launch of Marin Complete Count Committee
- Weekly meetings of Marin CCC Staff Team
 - **April** - Plan and implement Census Solutions Workshop
 - **July** - Organize regional subcommittees
 - **Ongoing** - Launch and maintain Marin 2020 Census website
- **Jul. 9** - County selected a Countywide Census Outreach Lead Agency
- **Aug 2** - State approved Strategic Plan

Marin CCC Staff Team and Partner Agencies

Data

Staff has done the research and conducts project management activities to support countywide outreach and fulfill grant requirements

Tools

Staff provides an outreach tool kit to be used in any/all communities based on unique demographics

Leverage

Partners will leverage existing community networks/events to promote the census participation

Outreach Activity Timeline

September - December 2019

Awareness & Education

- Public presentations to increase awareness of the Census
- Trusted Messenger Training and pledge campaign
- Media (including social media and ethnic media)
- Distribution of printed materials (i.e., a toolkit consisting of fliers, brochures, postcards, etc.)

January - March 2020

Outreach

- Public presentations to increase awareness of the Census
- Direct contact with residents (i.e., pledge campaign, door-to-door canvassing and phone banking)
- Media (including social media and ethnic media)
- Distribution of printed materials (i.e., a toolkit consisting of fliers, brochures, postcards, etc.)
- Plan technical assistance to residents for completing Census questionnaire

April - July 2020

Follow-up

- Communication to residents of non-response follow-up process
 - Census taker identification
 - Reminder of importance of participation
- Targeted outreach (including social media and ethnic media) to areas with initial low response rates

August - December 2020

Wrap-up

- State and county final reporting
- Final funding reporting

Trusted Messengers

A trusted messenger is any person deeply rooted in the community or within trusted institutions (schools, clinics, nonprofits, etc.) who communicates the relevance and impact of the census to motivate participation within populations at risk of non-response.

Pledge Campaign

MY COMMUNITY. MY COMMITMENT.

**COUNT ME IN
FOR MARIN**



BY JOINING THIS PLEDGE CAMPAIGN,

I support a full, fair and accurate 2020 Census count of everyone who lives in our county



Thank you

MarinCensus2020.org

