



I COUNT, YOU COUNT, WE COUNT
**Be Counted
Sacramento**

**“Our diversity
IS our
Community’s
Strength !”**

Presentation to City of Sacramento
ETHICS COMMISSION
September 23, 2019

United States
**Census
2020**

**COUNT
ON
SAC
CENSUS**

**BE COUNTED!
APRIL 2020**



#CENSUS2020

SACCENSUS.NET



CALIFORNIA & SACRAMENTO COMPLETE COUNT

Mission:

Ensure that Californians and Sacramento County get our fair share of federal resources and Congressional representation by encouraging the full participation of all Californians in Census 2020.

Goal:

Ensure everyone is counted once !





WHAT'S AT STAKE?

REPRESENTATION

Congressional representation, reapportionment and redistricting

FUNDING over \$675 Billion statewide

Over [\\$1/2B Sacramento countywide](#)

- 1990 undercount cost California one additional congressional seat and \$2.2B in federal funding.
- California receives over \$76 BILLION each year for schools, crime prevention, healthcare and transportation.
- For each individual not counted in 2020, California (local governments) could lose **\$1,000 per person/per year of federal funds** for the following decade....

.... AND THE DATA WILL BE WRONG !!!



CHALLENGES:

- First Digital Census - Online Self Response
- Federal Funding, Priorities & Practices
- Diverse Population –
Hard to Count &
Low Responding

OPPORTUNITIES:

- Community-led
- Engaged Foundations & Local Jurisdictions

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.



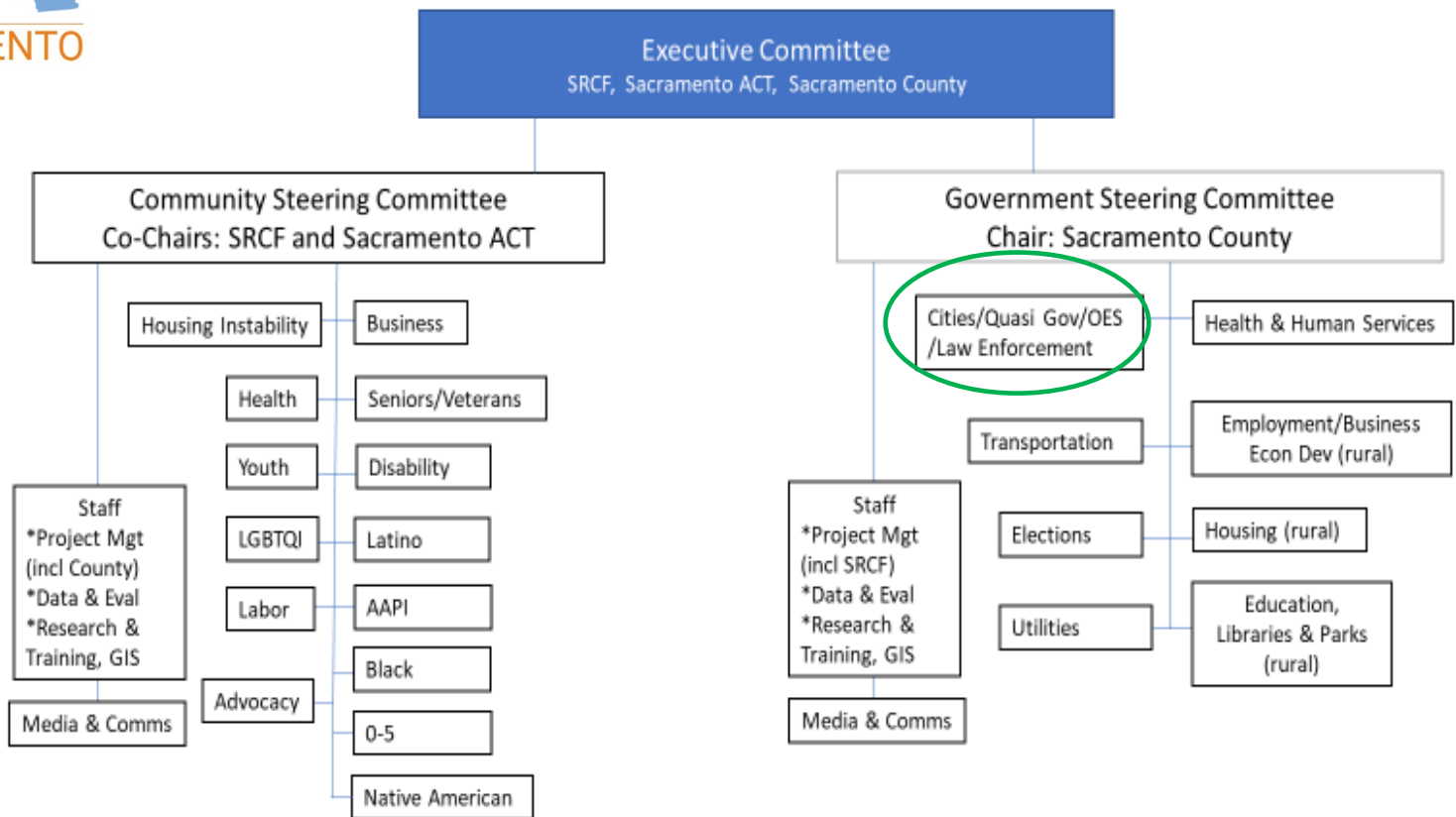
HARD TO COUNT CHARACTERISTICS

**as determined by the
U.S. Census Bureau**

- Immigrants and the foreign born
- Limited English speaking individuals (over 14 years of age within households)
- Single parent households
- Persons who are not high school graduates
- Persons who are unemployed
- Number of vacant housing units in an area
- Specific ethnic and minority populations
- Renters and children
- Densely populated communities with multi-unit housing
- Public assistance characteristics
- Native Americans living on tribal lands



SACRAMENTO COMPLETE COUNT COMMITTEE



A diverse, volunteer committee formed to increase awareness about the census and motivate residents in Sacramento County to respond.

The CCC is charged with developing and implementing a plan designed to target the unique characteristics of our community.



Sacramento Ethics Commission

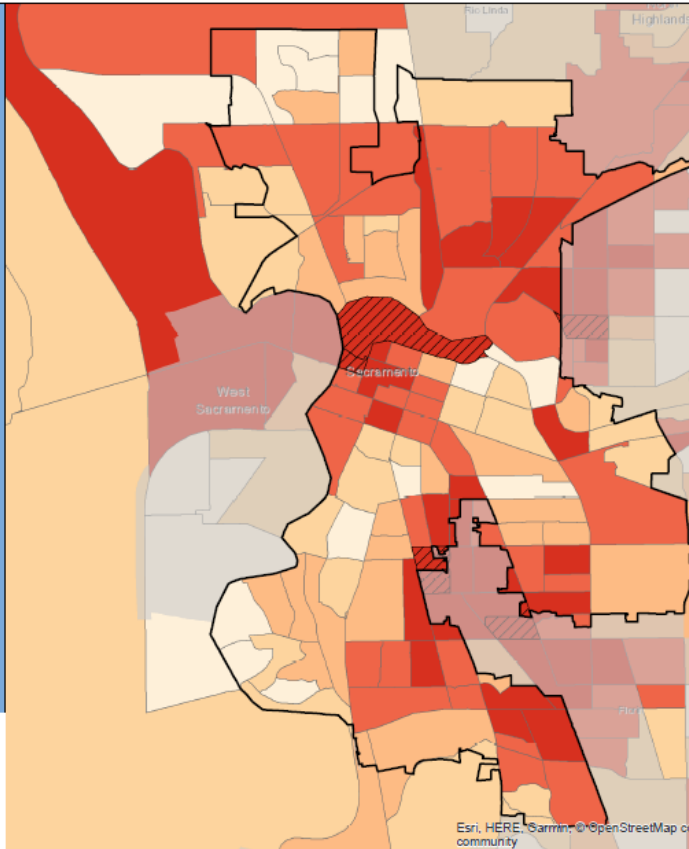
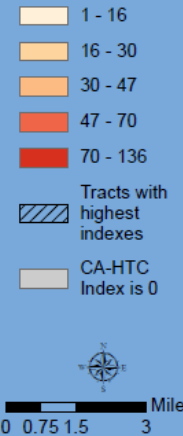
The City of Sacramento must reapportion (redistrict) City Council District boundaries every ten years following the [U.S. Census](#). The resulting district boundaries must be balanced in population in accordance with local, state, and federal rules governing the redistricting process.

A faint, light orange outline map of the City of Sacramento, showing the boundaries of its various city council districts. The map is centered behind the main text.

Where do you draw the lines?

Sacramento City

California Hard-to-Count Index by Census Tract



Race and Hispanic Origin	
Total population	489,650
Hispanic or Latino of any race	28.3%
Hispanic Exclusive Race:	
White alone	33.1%
Black or African-American alone	13.1%
American Indian and Alaska Native alone	0.4%
Asian alone	18.4%
Native Hawaiian and Other Pacific Islander alone	1.6%
Some other race alone	0.5%

Top 3 Languages Spoken at Home	
Total Limited-English Population (Persons 5 years and older who do not speak English "very well")	71,030
Spanish	43.3%
Other Asian and Pacific Island languages	15.7%
Chinese (incl. Mandarin, Cantonese)	15.4%

Hard-to-Count Characteristics	
The California Hard-to-Count (CA-HTC) Index is based on multiple demographic, housing and socioeconomic variables correlated with an area being difficult to enumerate. Census tracts with higher indexes are likely to be places that will pose significant challenges to enumerate in 2020.	
Percent of Total Housing Units:	
That are vacant (includes seasonal)	6.8%
With 3 or more units in a multi-unit structure	29.6%
Percent of Occupied Housing Units (or Households):	
That are renter-occupied	52.7%
That are overcrowded	1.4%
Without broadband Internet	20.3%
With limited-English speaking ability	7.9%
That are non-family	41.1%
Receiving public assistance income	5.4%
Percent of population:	
Under 5 years old	6.8%
That is foreign-born	22.6%
Who moved from outside county in past year	6.1%
With income below 150 percent of poverty level	31.1%
Age 18 or older that are unemployed	9.3%
Age 25 or older who are not high school graduates	15.6%

California Hard-to-Count Characteristics	
Median CA-HTC index all census tracts	49.0
Estimated Total Population in Census Tracts with above median CA-HTC	251,037
Leading HTC characteristics in those areas: Households receiving public assistance; Below 150 percent of poverty level; Unemployed	

Top 5 CA-HTC Census Tracts in Place	
Census Tract 7:	
Total Population	2,547
CA-HTC Index	114.0
Leading Hard-to-Count Reasons: Households without broadband subscription Multi-unit structures Renter-occupied units	

Census Tract 47.01:	
Total Population	3,394
CA-HTC Index	110.0
Leading Hard-to-Count Reasons: Households receiving public assistance Unemployed Children under 5	

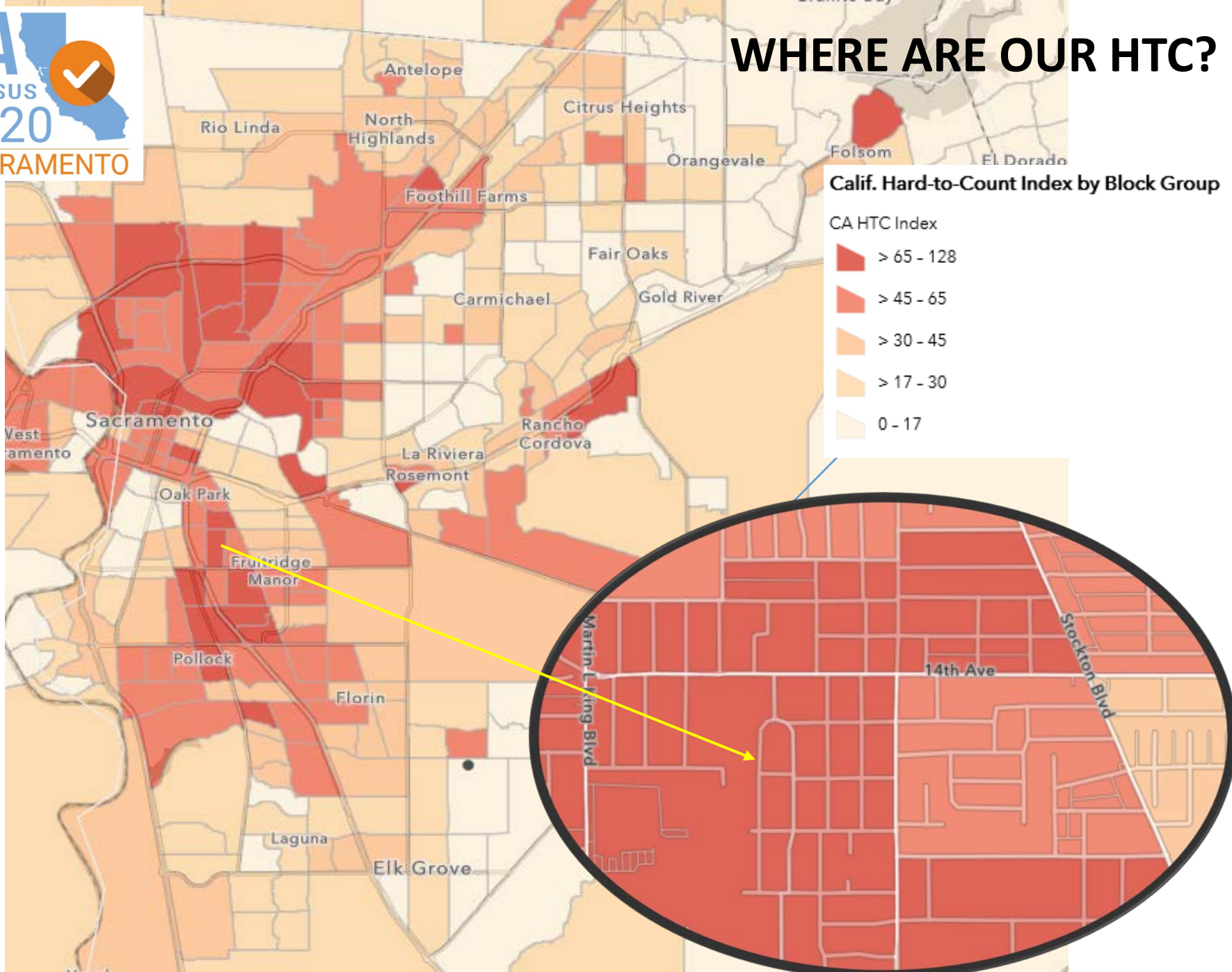
Census Tract 45.01:	
Total Population	3,527
CA-HTC Index	109.0
Leading Hard-to-Count Reasons: Below 150 percent of poverty level Households receiving public assistance Non-high school graduates	

Census Tract 53.01:	
Total Population	1,354
CA-HTC Index	101.0
Leading Hard-to-Count Reasons: Renter-occupied units Below 150 percent of poverty level Households receiving public assistance	

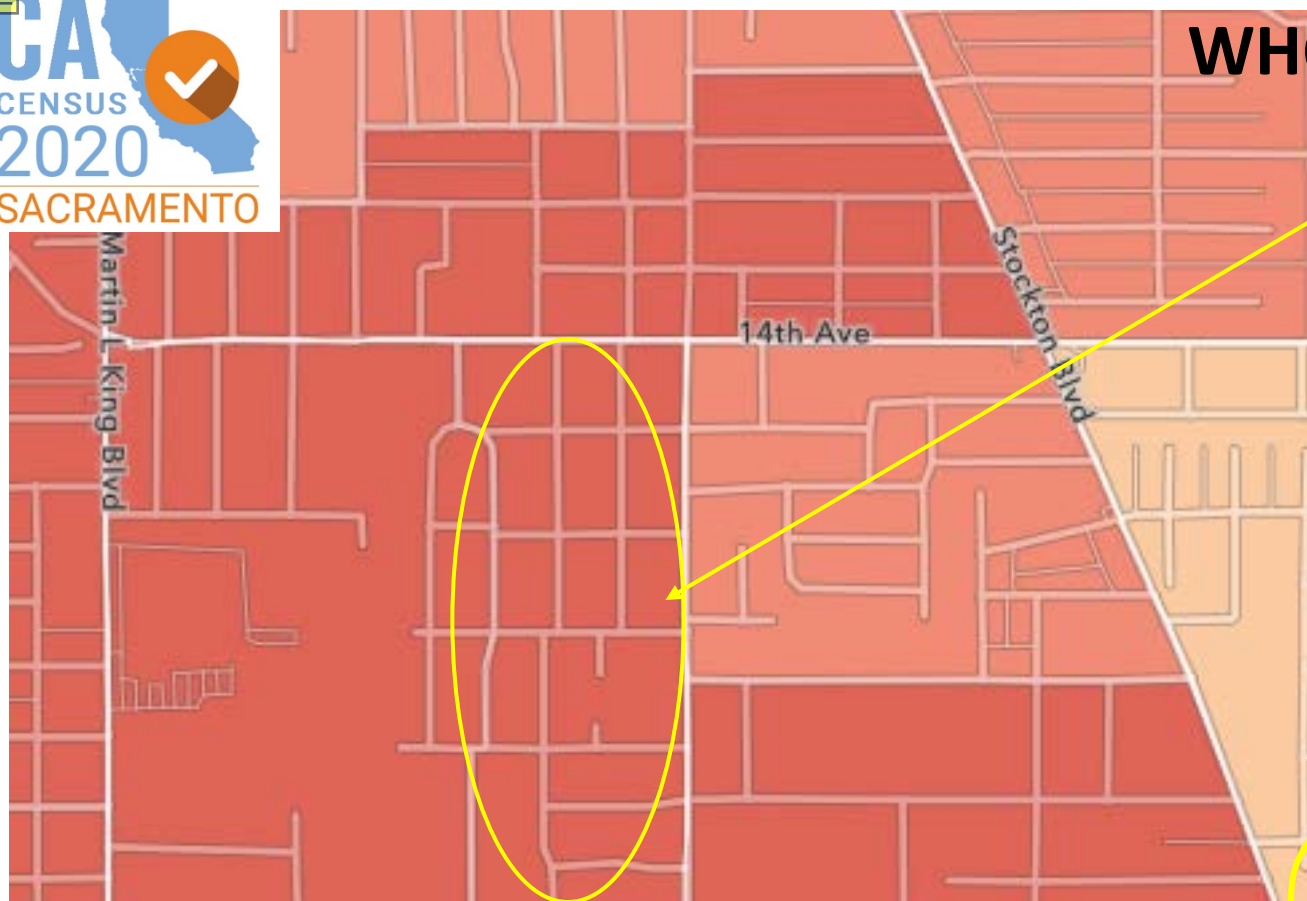
Census Tract 55.08:	
Total Population	3,535
CA-HTC Index	100.0
Leading Hard-to-Count Reasons: Renter-occupied units Households receiving public assistance Moved recently	



WHERE ARE OUR HTC?



WHO ARE OUR HTC?



California Hard-to-Count Index (block group)

Block Group 1, Census Tract 44.02 in Sacramento County has an estimated population of 1,721 and a California Hard-to-Count Index of **95**. Statewide, the median block group CA-HTC Index is 37. Learn more about the index [here](#).

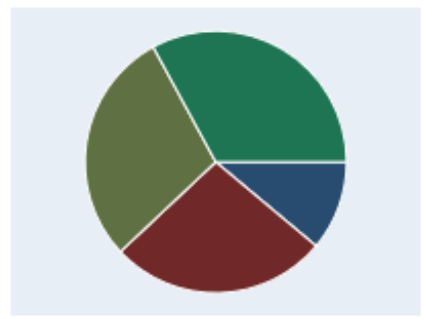
- The variables most correlated with this block group's CA-HTC Index are:
1. Below 150 percent of poverty level
 2. Households receiving public assistance
 3. Unemployed

Block group characteristics

- Tract characteristics (with statewide block group median):
- Vacant housing units (%):** 0.0 (4.8)
 - Total housing units with 3 or more units in a multi-unit structure (%):** 0.0 (13.5)
 - Renter-occupied housing units (%):** 79.0 (40.5)
 - Crowded housing units (%):** 14.4 (0)
 - Non-family households (%):** 22.7 (26.9)
 - Adults who are not high-school graduates (%):** 44.4 (12.4)
 - Population with income below 150 percent of poverty level (%):** 85.5 (20.0)
 - Households receiving public assistance income (%):** 33.0 (2.0)
 - Persons (ages 16 or older) unemployed (%):** 26.3 (6.6)
 - Limited-English households (%):** 18.4 (5.9)
 - Population under 5 (%):** 13.0 (5.6)
 - Foreign-born population*:** 28.2
 - Households without broadband*:** 20 percent to 40 percent

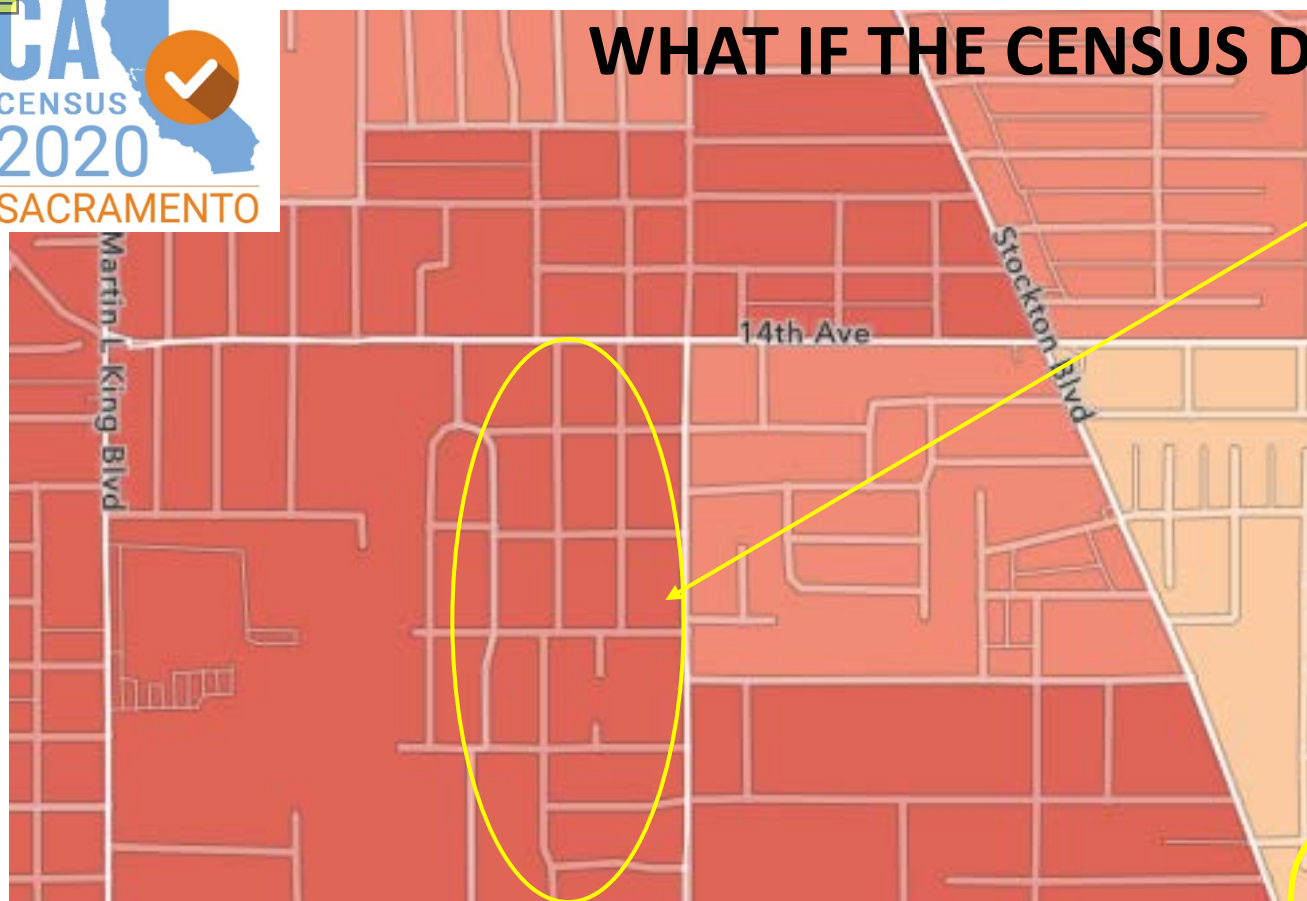
Ethnic/racial makeup in Block Group 1, Census Tract 44.02

All races are Hispanic-exclusive



- 32% Latinx
- 28.4% Asian
- 26.3% Black
- 10.8% White

WHAT IF THE CENSUS DATA IS WRONG ?



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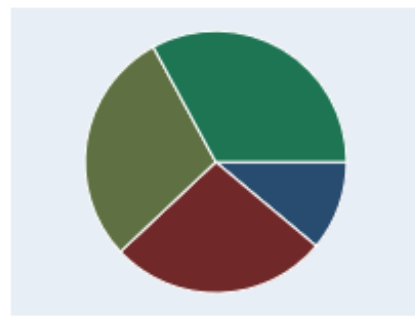
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ACHIEVING A COMPLETE COUNT

STRATEGIC GOALS

A Complete Count for Sacramento County accomplished by applying community-designed outreach strategies and partnering with local, state, and federal government.

Guiding Values: Collaboration, Community-Centered, Comprehensive, and Cohesive

Strategic Plan Outcomes:

- **Ensure that all Sacramento County residents are counted in the 2020 Census**
- **Design new and innovative outreach strategies to reach hard-to-count and vulnerable populations.**
- **Strengthen county-wide, multi-sector collaboration.**



COUNT ME IN! – SCHOOLS & LIBRARIES

Children are historically undercounted in the US Census !

- *Immigration
- * Family living arrangements
- *Distrust
- *Financial concerns
- *Language barriers

School Curriculum for Grades 5, 8, 11 & 12

A campaign designed to educate students and teachers on the US Census. Plus Events and Poster Contests, Census Nights for families



Mobile & Pop-up
Outreach -
Bookmobile





SACRAMENTO CCC STRATEGIC PLAN **GETTING TO SUCCESS** -CITY OF SACRAMENTO

- * Set up Census questionnaire assistance centers & kiosks in City facilities
- * Direct media investments to support Census education and participation
- * Engage with Community & Business partners to promote census participation
- * Encourage employees to volunteer in supporting census participation
- * Provide information to residents on how census directly benefits them
- * Council & Commission members could push out information and messages on social media, Facebook and other media



U. S. CENSUS BUREAU UPDATES

- USCB Partnership Specialists & Sacramento USCB Office
- Confidentiality and Security
- Census 101 Training

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.



CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.



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.



QUESTIONS ???

Thank you !

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