

# California Complete Count – Census 2020

**San Diego Military  
Family Collaborative  
Monthly Convening**

**March 27, 2020**



**BE COUNTED, CALIFORNIA!**



# Introductions

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# Census 101

# The Census: What Is It?

Once each decade, the U.S. Census Bureau (USCB) attempts to count every person in the United States via the decennial Census.

The next Census enumeration will be April 1, 2020.

The 2020 Census will be the first to rely heavily on online responses.

# The Census: Why It Matters

A complete and accurate count of California's population is essential.

The data collected by the decennial Census is used to **distribute billions of dollars** in federal funds to state and local governments.

This data also determines the number of seats each state has in the U.S. House of Representatives.

# USCB Role

The USCB is the designated federal authority charged with conducting the Census and other surveys of the American population.

# USCB – What They Do

Ensure that everyone is counted once, only once, and in the right place in the U.S.

# USCB – How They Count

**Enumerators:** USCB temporary employees who canvass and count everyone living in the U.S.

## Group Quarters Enumeration:

- ❑ **Establishments Housing Multiple Individuals:** Colleges and universities, long term care facilities, and hospitals.
- ❑ **Transitory Locations:** Recreational vehicle parks, marinas, and hotels and motels.
- ❑ **Service-Based Locations:** Shelters, soup kitchens, and mobile food vans.



# California Census Office Role

The California Complete Count – Census 2020 office (“Census Office”) ensures that Californians get their fair share of federal resources and Congressional representation by encouraging full participation of all Californians in Census 2020.

# California Census Office: What They Do

Oversee and support grassroots and culturally-congruent efforts with community-based partners to reach the hardest-to-count (HTC) populations in California that may be undercounted during the 2020 Census and ensure a California for All!

# Community Partners: What They Do

Support the Census 2020 outreach efforts for the California Census Office through the implementation of linguistically- and culturally-congruent strategies and messaging to reach the hardest-to-count (HTC) populations at the community level.



# Veterans Strategy Overview

# Purpose of Veterans Strategy

Ensure a full and accurate count of veterans who belong to more than one HTC population in California in the 2020 Census.

**Sources:**

1. Castro, C.A., Kintzle, S., and Hassan, A. USC School of Social Work, Center for Innovation and Research on Veterans and Military Families. *The State of the American Veteran: The Los Angeles County Veterans Study*. Retrieved from <http://cir.usc.edu/publications/other-reports>
2. California Department of Veteran Affairs Retrieved 11/8/19 <https://www.calvet.ca.gov/MinorityVets/Pages/Native%20American%20Veterans.aspx>

# Veterans Strategy: Outreach

- ❑ Identify local veteran organizations.
- ❑ Collaborate to create meaningful outreach to veterans.
- ❑ Provide veteran-centric 2020 Census outreach messaging.
- ❑ Coordinate linkages with existing partners.

# Veterans Strategy: Management

- ❑ Serve as a “hub” for Census 2020 outreach.
- ❑ Fulfill language and communication access plan.
- ❑ Connect Regional Program Managers (RPMs).
- ❑ Link to Local Complete Count Committees and other partners.

# Veterans Toolkit & Messaging

**Veterans'  
Partner  
Network  
Coordination**

**Census 2020  
Collateral for  
Veterans  
Outreach**

**Veteran-  
centric  
Messaging  
Tools**



## 2020 Census Operational Adjustments Due to COVID-19

The 2020 Census is underway and households across America are responding every day. In light of the COVID-19 outbreak, the U.S. Census Bureau has adjusted 2020 Census operations in order to:

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

The table below summarizes the adjustments to operations. Should any additional adjustment become necessary, the Census Bureau will promptly publish the change in an updated document.

### STATUS OF CURRENT OPERATIONS

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
<b>Self-Response Phase</b> The public is strongly encouraged to respond online. (Options for responding by phone or mail are also available.)	March 12-July 31	Extended	March 12-August 14
<b>Update Leave</b> Census takers will drop off invitations at the front doors of 5 million households. These households can respond online now—even without their invitation—by providing their address.	March 15-April 17	Delayed	March 29-May 1
<b>Update Enumerate</b> Census takers will interview about 2,000 households in remote parts of northern Maine and southeast Alaska. They're interviewing people outside their home, allowing 6 feet of space between one another.	March 16-April 30	Suspended and extended	March 16-May 14

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@uscensusbureau

For more information:  
2020CENSUS.GOV

D-FS-GP-EN-018 March 21, 2020

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2020



# USCB Operational Updates 2 of 3

## STATUS OF CURRENT OPERATIONS—Con.

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
<b>Mobile Questionnaire Assistance</b> Census Bureau staff will assist people with responding online at places such as grocery stores and community centers.	March 30–July 31	Delayed	April 13–August 14
<b>Early Nonresponse Followup (NRFU)</b> Census takers will follow up with households that haven't responded yet around some colleges and universities.	April 9–July 31	Delayed	May 7–August 14
<b>Nonresponse Followup (NRFU) and NRFU ReInterview</b> Census takers will interview households in person that have not responded online, by phone, or by mail.	May 13–July 31	Delayed	May 28–August 14
<b>Group Quarters Enumeration</b> We're encouraging administrators of facilities like nursing homes, prisons, and student housing to choose an option for counting their residents that requires less in-person contact.	April 2–June 5	Delayed	April 16–June 19
<b>Service-Based Enumeration</b> We're working with service providers at soup kitchens, shelters, and regularly scheduled food vans to count the people they serve.	March 30–April 1	Delayed	April 29–May 1

# USCB Operational Updates 3 of 3

## STATUS OF CURRENT OPERATIONS—Con.

Activity/Operation	Planned Schedule	Adjustment	Revised Schedule
<p><b>Census counts people experiencing homelessness outdoors</b></p> <p>Census takers will count people under bridges, in parks, in all-night businesses, etc.</p>	April 1	Delayed	May 1
<p><b>Enumeration of Transitory Locations</b></p> <p>Census takers count people staying at campgrounds, RV parks, marinas, and hotels if they do not usually live elsewhere.</p>	April 9–May 4	Delayed	April 23–May 18
<p><b>Deliver apportionment counts to the President</b></p> <p>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.</p>	By December 31	On schedule	By December 31
<p><b>Deliver redistricting counts to states</b></p> <p>By law, the Census Bureau will deliver the local counts each state needs to complete legislative redistricting.</p>	By April 1, 2021	On schedule	By April 1, 2021

# Active Military Families Outreach



## Serve your country and your community.

As a member of the military, you and your family understand what it means to serve your country. You can provide another great service to your country and community by responding to the 2020 Census.

### Foundation of Our Democracy

Every 10 years, the federal government counts everyone who lives in the United States. The decennial count is required by the Constitution and is a foundation of our democracy, because the population of each state determines the number of representatives it has in the U.S. House of Representatives.

### Service to Your Community

Responses to the 2020 Census will drive decisions on how more than \$675 billion in federal funds is distributed each year for the next 10 years. That's money that is used for education, housing, health care, emergency services like firefighting, and more.

[2020CENSUS.GOV](https://2020census.gov)

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Census  
2020



### Get Counted!

The 2020 Census begins in early 2020. Most military households are responsible for submitting their own 2020 Census form online, by phone, or by mail. **You are counted with your household if that is where you live.** But, active duty service members may face some special circumstances. Here's how to be counted if:

- > **You are stationed or living in the United States, and you are NOT deployed elsewhere.**
- > **You are stationed or deployed outside the United States, or you are assigned to a military vessel with a homeport outside the United States, as of April 1, 2020.**

Unless you are staying in military barracks or dormitories on April 1, 2020, you should fill out a 2020 Census form for your household and list everyone who lives there.

The Census Bureau will use data from the U.S. Department of Defense to count you (and any family members that are living with you overseas). If your family is living in the United States, they should fill out a 2020 Census form for that household, but they should not list you on that form.

**Note: "Outside the United States" includes any place that is outside the 50 States and D.C.**

- > **You are staying in military barracks or dormitories on April 1, 2020.**

Census Bureau employees will work with a representative of the building to ensure you are counted. They may or may not ask you to complete an individual census form. If your family is living off base, they should fill out a 2020 Census form for that household, but they should not list you on that form.

For more information, visit:

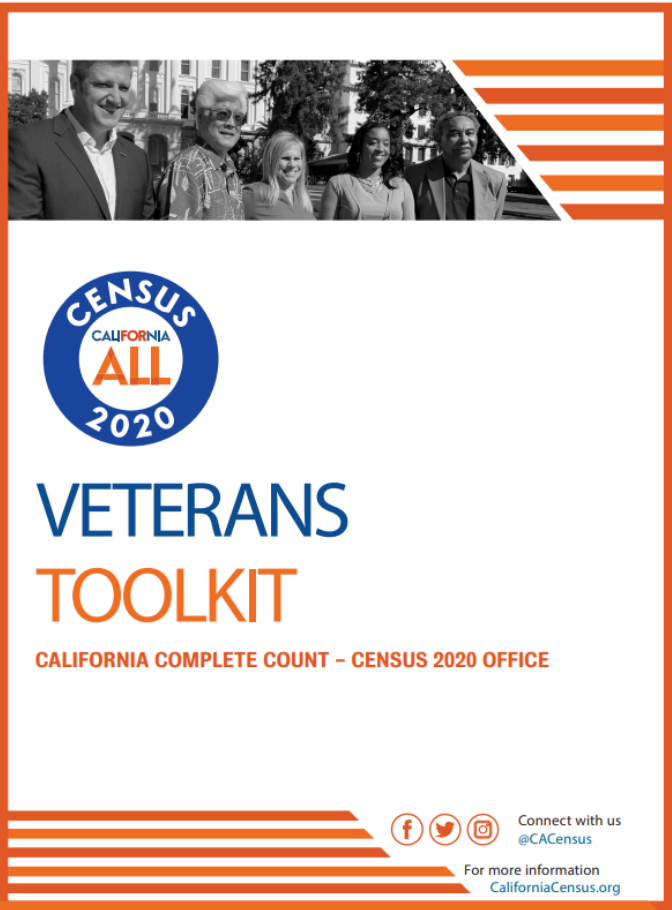
[2020CENSUS.GOV](https://2020census.gov)

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# California CCC Census Office Updates



March 19, 2020, Governor Gavin Newsom issued a Stay at Home order for all Californians.

Consolidated State of California resources

[www.covid19.ca.gov](http://www.covid19.ca.gov)

Census Office resource for COVID-19 updates

[www.census.ca.gov/covid19](http://www.census.ca.gov/covid19)

Veterans Toolkit

<https://census.ca.gov/wp-content/uploads/sites/4/2020/03/Veterans-Toolkit-2020-02-25.pdf>

Partner Organization: San Diego Veterans Coalition

<https://sdvetscoalition.org/>



# San Diego Veterans Coalition Outreach Strategy

Official partner of the  
California Census Office  
Veterans Campaign.

Collaborative Community model to reach ~240,000  
veterans and their families, including 25k-35k HTC  
veterans in the unincorporated areas.

Promote a community-based system  
of care with health and community  
service partners and stakeholders.

<https://sdvetscoalition.org/> Contact Person: Ron Stark ron.stark@sdvetscoalition.org



# Veterans Count Video Highlight



<https://www.youtube.com/watch?v=2p5n1nT8ihE&feature=youtu.be>

# Let's Collaborate





# Contact Us: SD/Imperial Team

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# Questions & Answers

Thank You



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