




Mendocino County

2020 Census




The decennial census is mandated by Congress:



Article 1, Section 2 of the U.S. Constitution:

"The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such a Manner as they shall by Law direct."



EVERYONE GETS COUNTED

CITIZENS AND NON-CITIZENS!

CENSUS 101

Taking part is your civic duty.

Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"

THE CENSUS IS CONFIDENTIAL !

The Census Law, Title 13 of the U.S. Code, is straightforward and has strong protection.

Title 13 requires that responses to Census Bureau surveys and censuses be kept confidential and used for statistical purposes only.

The Census Bureau only publishes aggregated statistics and does not reveal information about particular individuals.

Individual records from the decennial censuses are, by law (Title 44, U.S.Code), confidential for 72 years.

Based on population counts the census:

- Determines the number of representatives in Congress from an area
- Allows redistricting to secure meaningful representation
- Provides for the distribution of federal funds to state, local and tribal governments
- Forecasting future transportation needs for all segments of the population.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting federal, tribal, state, and local governments in planning and implementing programs, services, and emergency response.

DISTRIBUTION OF FEDERAL FUNDS:

Program Name	
Medical Assistance Program	Head Start Funding
Title 1 Grants for Education	School Lunch Program Grants
Supplemental Nutrition Assistance Program	WIC
Medicare Part B	Foster Care Title IV-E
Highway Planning and Construction	State Children's Health Insurance Program
Federal Pell Grant Program	School Breakfast Program
Temporary Assistance for Needy Families	Unemployment Assistance
Section 8 Housing	Block grants for Substance Abuse
Wildlife Restoration	Maternal Child Health Block Grants
Community Mental Health Block Grants	Rural Education
Supportive Housing for the Elderly	Fire Management Assistance Grant
Developmental Disabilities Grants	Water Pollution Control
Coastal Zone Management	Waste Disposal Grants
Native American Employment and Training	Rural Business Enterprise Grants

(these are just a few examples!)

In the 2020 Census:

THERE ARE MANY WAYS TO BE COUNTED

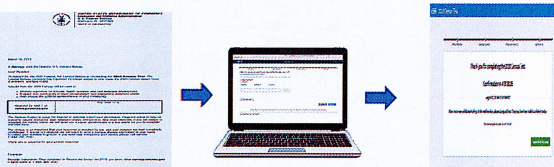
- Through the internet, beginning March 23, 2020
- By telephone – calling a toll-free number - many language options will be available
- Traditional mail-in paper form
- In-person interview



A high self-response rate is the Holy Grail for census takers!

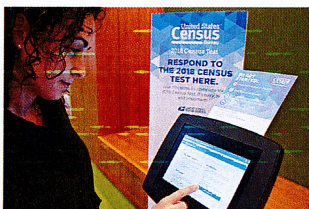
(But nationally, the self-response rate has been dropping from nearly 80% in past decades, to below 63% in 2010).

The Ideal Path:



The Bureau of the Census will send out forms with an identifying number for the resident to go on-line and complete the questionnaire.

For those households with no internet access, the Census will establish **Questionnaire Assistance Centers (QACs)** and **Questionnaire Assistance Kiosks (QAKs)** in convenient locations.



Libraries, schools, colleges, grange halls, are a few locations where kiosks can be set up. The QACs and QAKs will have census workers knowledgeable about completing the forms to assist people.

What if you receive your mail at a post office box?

The Bureau of the Census does not send out Census forms to Post Office boxes. They send them to residences.



Mendocino County has over 17,000 boxes, not counting private ones that businesses offer.

There are approximately 88,000 people in Mendocino County.

Most Post Office boxes serve 2 or more people.

This could mean 40% (or more) of our residents will not receive a paper Census form.

What happens then?

If you do not complete the Census form on-line, by phone or by mail.....



Census workers will come to your house to ask you to complete the Census form.

Barriers to in-person interviews



Locked gates



Non-traditional homes, off-grid
No internet, cell phone service, GPS

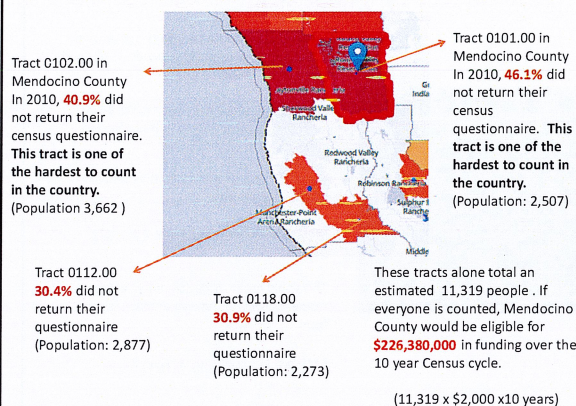


Post Office Boxes



Distrust / Dislike of government

WHERE ARE THE HARD-TO-COUNT AREAS IN MENDOCINO COUNTY?



WHO ARE THE HARD-TO-COUNT?

They are the Hard to Locate, Hard to Contact, Hard to Persuade, Hard to Interview

- Non-English speakers
- People who are not a citizen, undocumented immigrants
- Households with no internet access
- People with low literacy
- People who are suspicious or distrustful of government
- People experiencing homelessness
- "Trimmigrants" and mobile youth
- Low income households
- Persons with mental or physical disabilities
- People who live in non-traditional housing or non-permitted dwellings
- Children under age 5
- Racial and ethnic minorities, including Native Americans
- Rural residents behind locked gates
- Persons who received their mail at Post Office boxes
- Renters and families displaced by natural disasters
- Households with no telephone land lines

How do we tackle these barriers and challenges?

The success of the census depends on community involvement at every level.

The U.S. Census Bureau cannot conduct the 2020 Census alone.

COMPLETE COUNT COMMITTEES

- Complete Count Committees (CCC) are **volunteer committees** established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census.
- **Increase the self-response rate** for households responding online, by phone, or mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and **implement a census awareness campaign** targeted to the community.
- **Bring together a cross section of community members** whose focus is 2020 Census awareness.

The Complete Count Committee will:

- Organize and promote an educational / media campaign about the importance of a complete count
- Identify trusted leaders / partners in the community to spread the word why it is so important to be counted
- Identify and engage Hard-to-Count residents or specific populations
- Identify barriers to a complete count and solutions to overcoming challenges
- Identify locations for Census Questionnaire Kiosks
- Organize Census related activities in our community
- Help recruit census workers when jobs become available

2020 Census Educational Campaign

- It is your civic duty to be counted, and it's mandated by Federal law
- It's **YOUR** money – don't leave it on the table
 - \$2,000 per person, per year over the 10 year census cycle
 - Funding benefits everyone in the community
- It's confidential – no personal information will be shared with ICE or any other governmental agencies
- We want representational government

2020 Census Jobs -Job Qualifications

To be eligible for a 2020 Census job, you must:

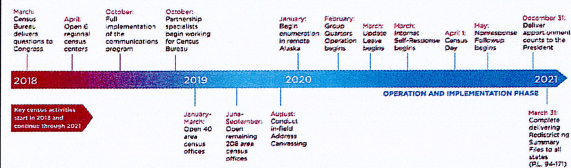
- Be at least 18 years old
- Have a valid Social Security number
- Be a U.S. citizen
- Have a valid email address
- Complete an application and answer assessment questions. (Some assessment questions are available in Spanish. However, an English proficiency test may also be required.)
- Be registered with the Selective Service System or have a qualifying exemption, if you are a male born after Dec. 31, 1959.
- Pass a Census-performed criminal background check and a review of criminal records, including fingerprinting.
- Commit to completing training.
- Be available to work flexible hours, which can include days, evenings, and/or weekends.

Most jobs require employees to:

- Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
- Have access to a computer with internet and an email account (to complete training).

Road to the 2020 Census

2020 Census Operational Timeline



United States
Census

U.S. Department of Commerce
Economic and Statistics Administration
2400 L Street, NW
Washington, DC 20548



United States
Census
2020

Questions?

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