

Ensuring a Complete Count for the 2020 Census

Senior Health Policy Forum 2019 | South San Francisco, CA
December 3, 2019



The challenge for counting seniors

- Historically, seniors have been more likely than any other age groups to return their census forms and get counted
- The biggest challenge for seniors in the 2020 Census is that the questionnaire is primarily being offered **online**:
 - A recent U.S. Census Bureau survey found 56% of seniors 65+ aren't comfortable with an online response and prefer to fill out a paper census form.
 - Concerns over privacy and cybersecurity are highest for those over 50

The challenge for counting seniors

- Seniors face a confluence of challenges if they are veterans, limited English proficient, people with disabilities, experiencing homelessness, etc.
- **50%** of all unhoused population in the U.S. are 50+
- **UCSF study:** 44% of all people unhoused individuals 50+ began experiencing homelessness for the first time after 50

The cost of undercounting seniors

- Numbers show seniors are a growing population:
 - **2010**: 40M seniors 65+ in the United States (13%)
 - **2020** projection: 55M seniors (16%)
 - **2050** projection: Seniors 65+ will make up 20% of the U.S. population
- Each senior not counted could result in a loss of **\$1,000/year** in community funding for the next 10 years.
 - Funding for transit, parks, libraries, social services, healthcare, etc.
 - Getting counted will allow seniors to stay in the communities where they are living and to facilitate a better quality of life

According to 2017 ACS Data:

County	#seniors >65	% population = seniors>65
Alameda	208,693	13%
Contra Costa	163,771	15%
Marin	52,965	20%
San Francisco	128,384	15%
San Mateo	115,064	25%
Santa Clara	239,965	13%
Solano	61,554	14%
BAY AREA	970,396	14%

Reaching Seniors about Census 2020

- Incorporate outreach messaging, provide resources to children, family members, and caregivers
- Include senior-friendly messaging (large font, etc.) in service locations (healthcare facilities, service providers, etc.)
- Canvass / visit homes of seniors to outreach directly in-language
- Ensure Questionnaire Assistance Centers are accessible

5 Things to share about Census 2020

1. Answer online, by phone, by mail, or in person between March and April 2020 – 10 minutes, 10 questions, 10 years!
2. The Census is SAFE – individual census responses are confidential and protected by law
3. The Census does NOT ask about your citizenship or immigration status
4. EVERYONE counts – count ALL people living at your address, even if you are not related
5. If a senior moves between residences, get them counted where they live most of the time OR wherever they are on April 1

Resources for orgs serving seniors

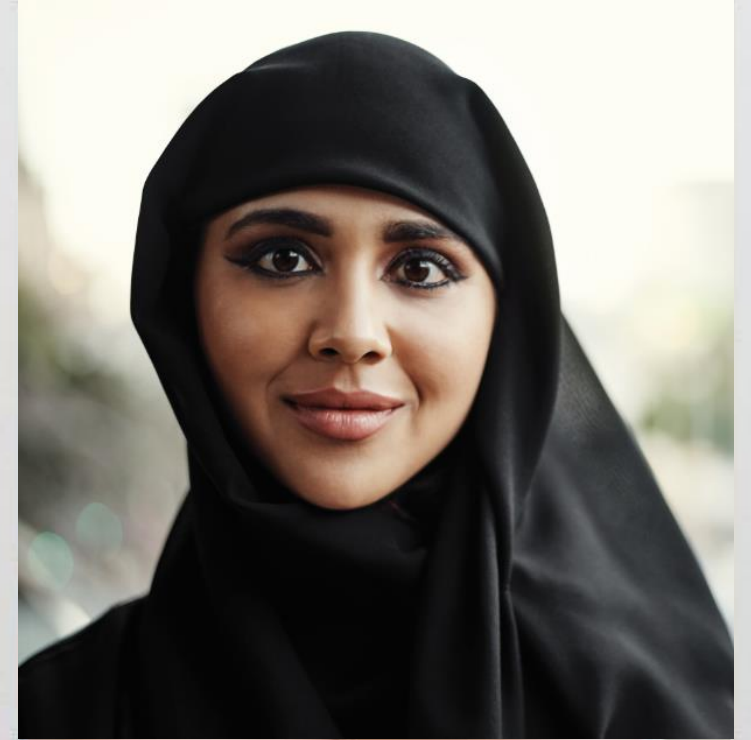
- **Bay Area Counts 2020 resources for ALL Bay Area organizations:** bit.ly/BayAreaCounts2020_Resources
 - Train-the-trainer decks
 - Rotating slide decks in multiple languages
- **Collateral** – digital & print posters, flyers, postcards, social media assets, texting campaign in 12 languages
- **Regional infrastructure:** 211, Questionnaire Assistance Centers
- **Grant funding:** contact us!

www.uwba.org/census | census2020@uwba.org



Your response matters

Census data is used to make sure government resources are allocated fairly and that everyone is represented equally in our political system. Your response brings funding for schools, highways healthcare, social services, and housing in your community.



Text **COUNT** to **650-200-2743** to receive information and updates from Bay Area Counts 2020.



Sagutan ang Census sa Abril 2020

Ang sambahayan ay makakatanggap ng imbitasyon sa koreo upang kumpletuhin ang senso online o sa telepono. Maaari mo ring sagutan ng personal ang Census sa isang Questionnaire Assistance Center na nasa iyong komunidad.



Text **COUNT** to **650-200-2743** to receive information and updates from Bay Area Counts 2020.



每个人都应该参与

无论您的年龄、移民身份或犯罪记录如何，每个住户内的每个人都应计算在内。

每个住户应提交一份人口普查答复，包括所有家庭成员和非家庭成员，例如室友。

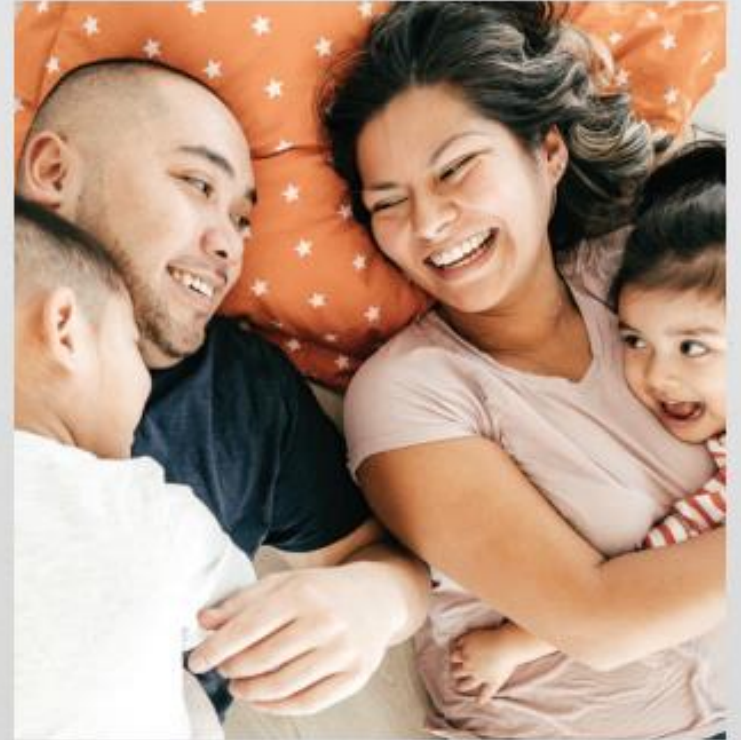


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Los datos del censo son 100% confidenciales

Por ley, su información no se puede compartir con las agencias de inmigración, agencias policiales o servicios sociales, y SOLO se puede usar para producir estadísticas anónimas. El censo NO le preguntará acerca de su ciudadanía o situación migratoria.

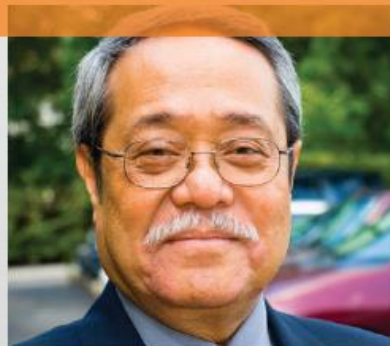


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BE COUNTED IN THE 2020 CENSUS. WHEN YOU RESPOND, EVERYONE BENEFITS.



When you respond, you ensure funding for your community, education, roads, health care, social services & housing.



Answer confidentially online, by phone or by mail starting March 2020.

For more information, text COUNT to 650-200-2743*
or visit uwba.org/census

*Message and data rates may apply. Text EXIT to no longer receive messages.

