

Sacramento County Counts

Frequently Asked

Questions

Why is the 2020 Census important for Sacramento County?

Mandated by the U.S. Constitution, the Census is conducted every ten years to collect accurate data about the people and places of the United States. The impact of the decennial count is significant: The facts and figures collected inform decisions about the distribution of federal dollars, the apportionment of representation among states, the drawing of districts and precincts, and the planning decisions of government, businesses, and nonprofits.

The consequences of an inaccurate count for Sacramento County are devastating. For each person who goes uncounted, our community loses \$1,000 per year, severely impacting federal support for health care, education, transportation, housing, civil rights enforcement, job training, law enforcement, food, legal services, and more.¹

What are challenges to achieving an accurate count?

The myriad challenges to achieving an accurate count for the 2020 Census in Sacramento County include:

- Reduced federal funding for the Census count
- Changed data collection procedures. For the first time, responses will primarily be collected online
- Increased distrust in government, a negative view of the Census, and the potential inclusion of a citizenship question
- Significant hard-to-count and low responding populations.

How are we achieving an accurate count in Sacramento County?

To ensure all Sacramento County residents are counted in the 2020 Census, Sacramento County's Complete Count Committee — which is comprised of trusted leaders who have strong networks within hard-to-count communities — is developing thoughtful and community-driven outreach strategies that reflect the diversity and unique needs of each hard-to-count population in Sacramento County.

The strategies emphasize outreach through a variety of sectors including education, business, health, and labor in Sacramento County, which have far-reaching and strong connections to hard-to-count communities. They are being implemented in concert with local, state, and federal efforts, leveraging existing resources and building new partnerships to strengthen multi-sector collaboration throughout Sacramento County.

How can I learn more and get involved?

The Sacramento County Complete County Committee is led by the Sacramento Region Community Foundation, Sacramento ACT, and Sacramento County. For more information and to learn how you can help ensure an accurate count, visit SacramentoCountyCounts.org and census2020.saccounty.net.

Timeline

The Sacramento County Complete Count Committee's outreach efforts align with the federal Census 2020 timeline:

EDUCATION

January 2018 to March 2019

Outreach Preparation

AWARENESS

April 2019 to February 2020

Public Awareness

MOTIVATION

March 2020 to May 2020

(April 1, 2020: Census Day)

Intense Outreach and Direct Support

REMINDER

June 2020 to July 2020

Targeted outreach to low-response communities