

#CountMeIn: Making the Census Count for Community Action



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What is the Census?

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective numbers, counting the whole number of persons in each State.

The actual enumeration shall be made...within every subsequent term of ten years, in such manner as they shall by law direct”

- US Constitution, Article 1, Section 2*

*Language adjusted to reflect Amendment XIV, Article II to US Constitution, July 9, 1868

The 2020 Census Questions

- **Age** – in years, month, day and year of birth for each household member
- **Hispanic Origin** – is this person Hispanic; if yes, which country of origin
- **Race** – mark one or more boxes and print origins
- **Relationship** – How is this person related to Person 1
- **Sex** – gender: male or female
- **Tenure (owner/renter)** – Is this house, apartment, or mobile home
- **Operational Questions:**
 - How many people lived here on April 1, 2020?
 - Were additional people staying here on April 1?
 - Telephone number, name of person filling out the census.

Why is the Census important?

Census Data is Used To...

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts, and voting precincts
- **Distribute** federal dollars to states
- **Inform government planning** decisions at the federal, tribal, state and local level
- **Inform organizational decisions** (e.g., where to locate, size of market, etc.) of businesses and non-profits
- **Enforce** voting rights and civil rights legislation

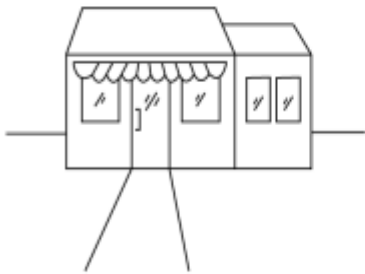
The Census in Your Community



Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Local government officials use the census to ensure public safety and plan new schools and hospitals.



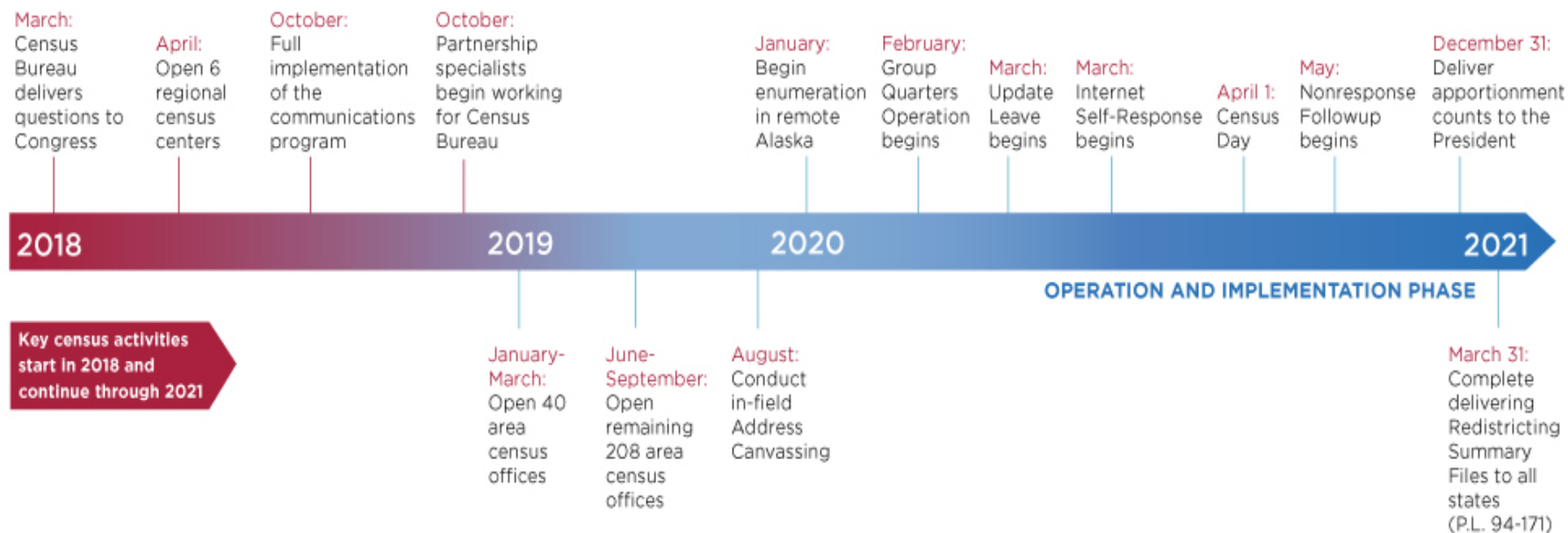
Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.



Real estate developers and city planners use the census to plan new homes and improve neighborhoods.

When will the Census take place?

The 2020 Census Operational Timeline



2020 Census

Counting The Population – Key Dates

- **March 12-20:** Invitations sent to respond online
- **March 16-April 3:** Reminder letters and postcards sent
- **April 1: Census Day**
- **April 8-16:** Reminder letters sent with paper questionnaire
- **April 20-27:** Final postcard sent before in person follow up
- **May 4-July 24:** Non-Response follow up visit

How will the Census be administered?

2020 Census

Counting The Population - Strategy

- **95%** of households will receive their census invitation by mail
 - **5%** of households will receive their census invitation when a census taker drops it off
 - Less than **1%** of households will be counted in person by a census taker, instead of being invited to respond on their own
-
- An estimated **40%** of household will require in person follow up

2020 Census Economics

- The U.S. Census hires 100,000s of people a cycle, and will spend over **\$15 BILLION*** to complete the count.
- The average cost for counting a household:
 - 1970 : \$16
 - 2010: \$92
 - 2020: \$107
- Every person counted is equal to ~\$2,000 in funding to your community a year – each year, for ten years!

*-census/https://www.gao.gov/highrisk/2020_decennial_census/why_did_study#t=1,
<https://www.census.gov/fieldjobs>

Why Does the Census Matter to Community Action?

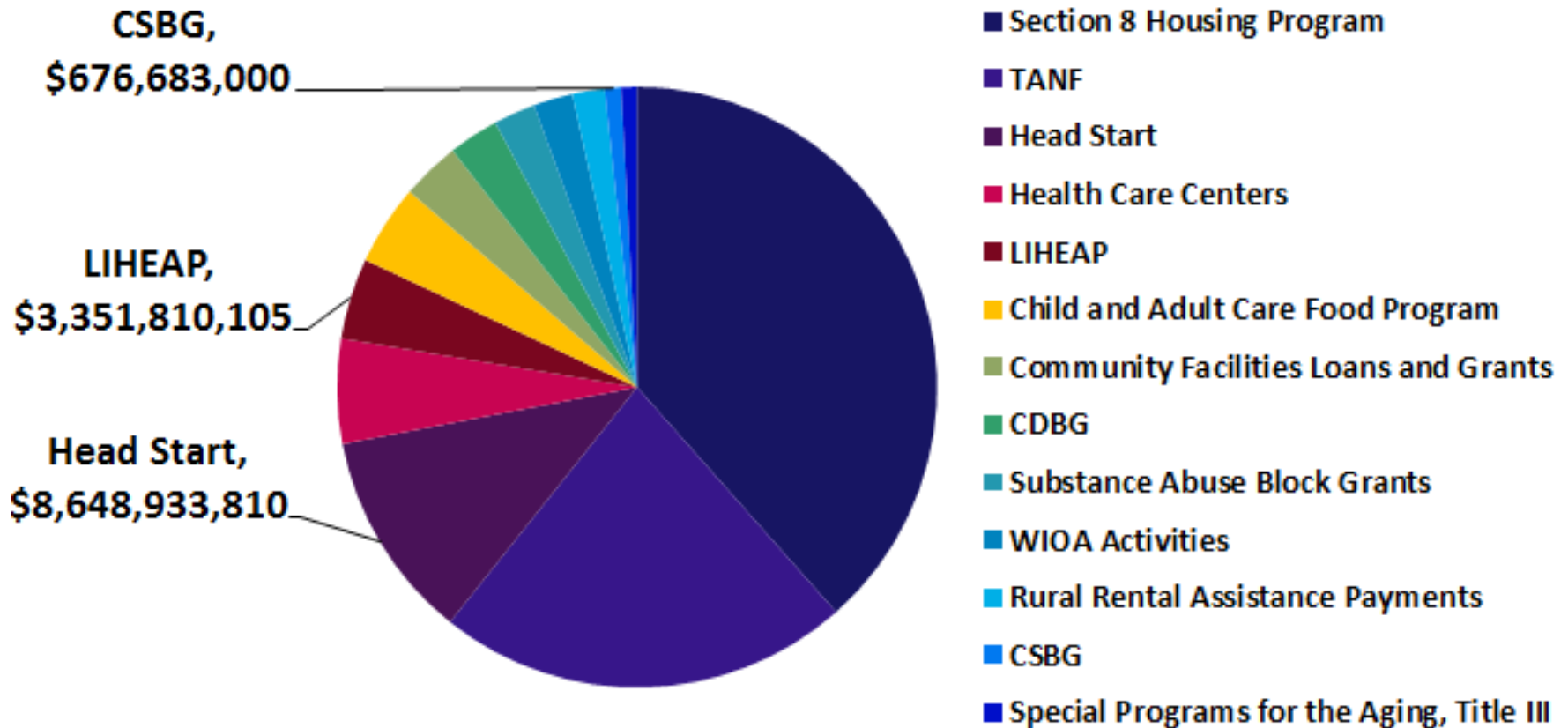
Census Impacts Community Action

- Census data:
 - Determines funding for essential federal programs
 - Informs CAA planning, strategy, and operations

The populations we serve are often the most undercounted, which means our communities lose their fair share of dollars and representation

Census Data Drives Dollars

In 2016, 15 federal programs most used by CAAs relied on Census data to distribute **\$77 billion** or **9%** of **\$864 billion** total federal program spending



The 2020 Census- The Environment

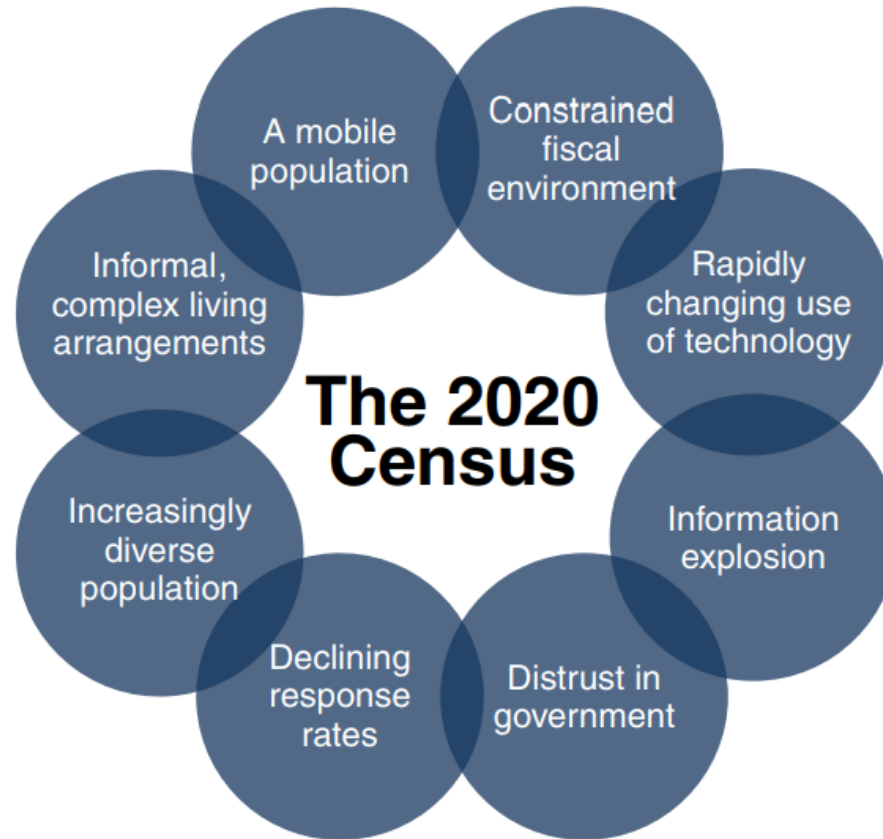
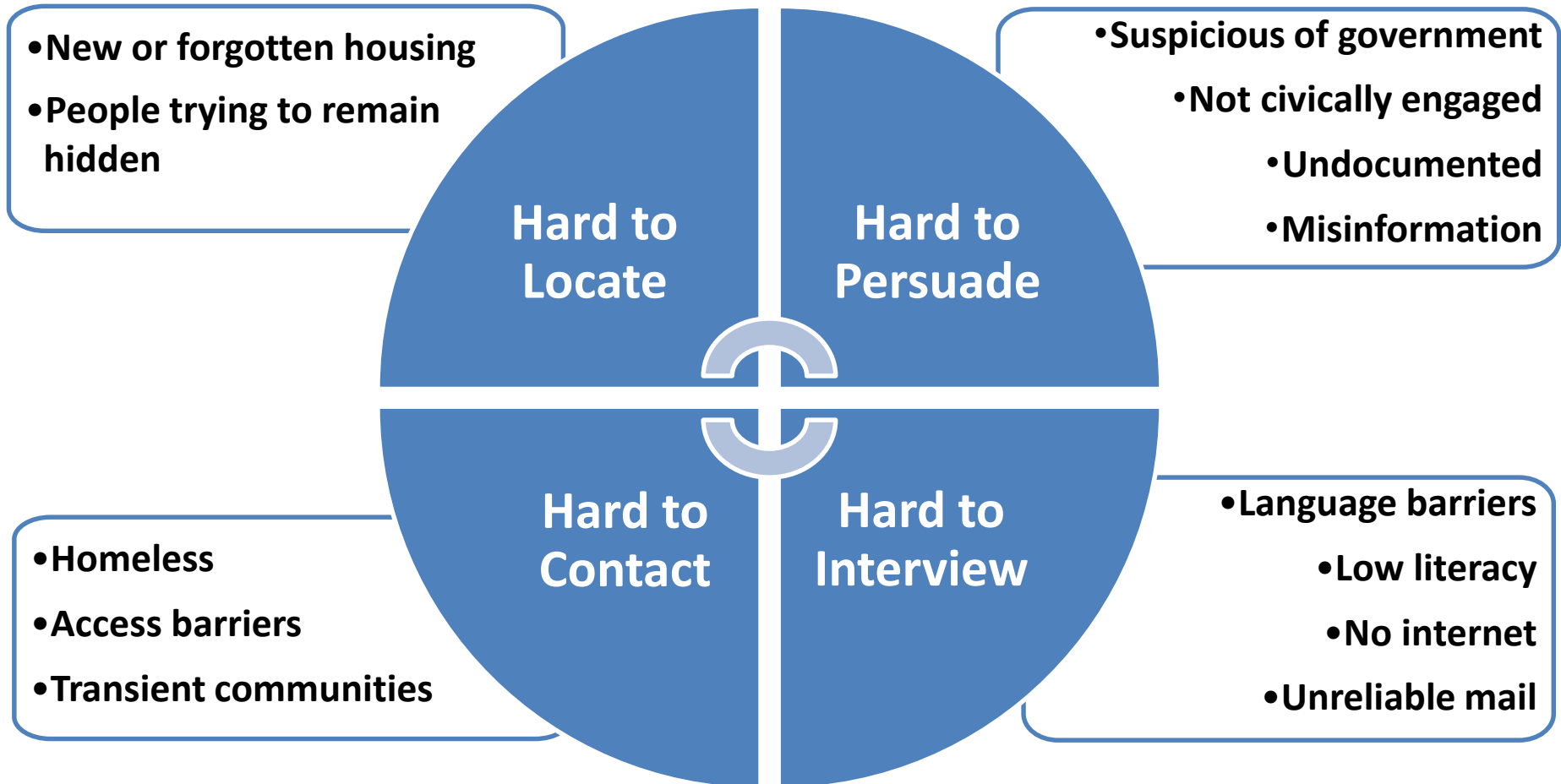
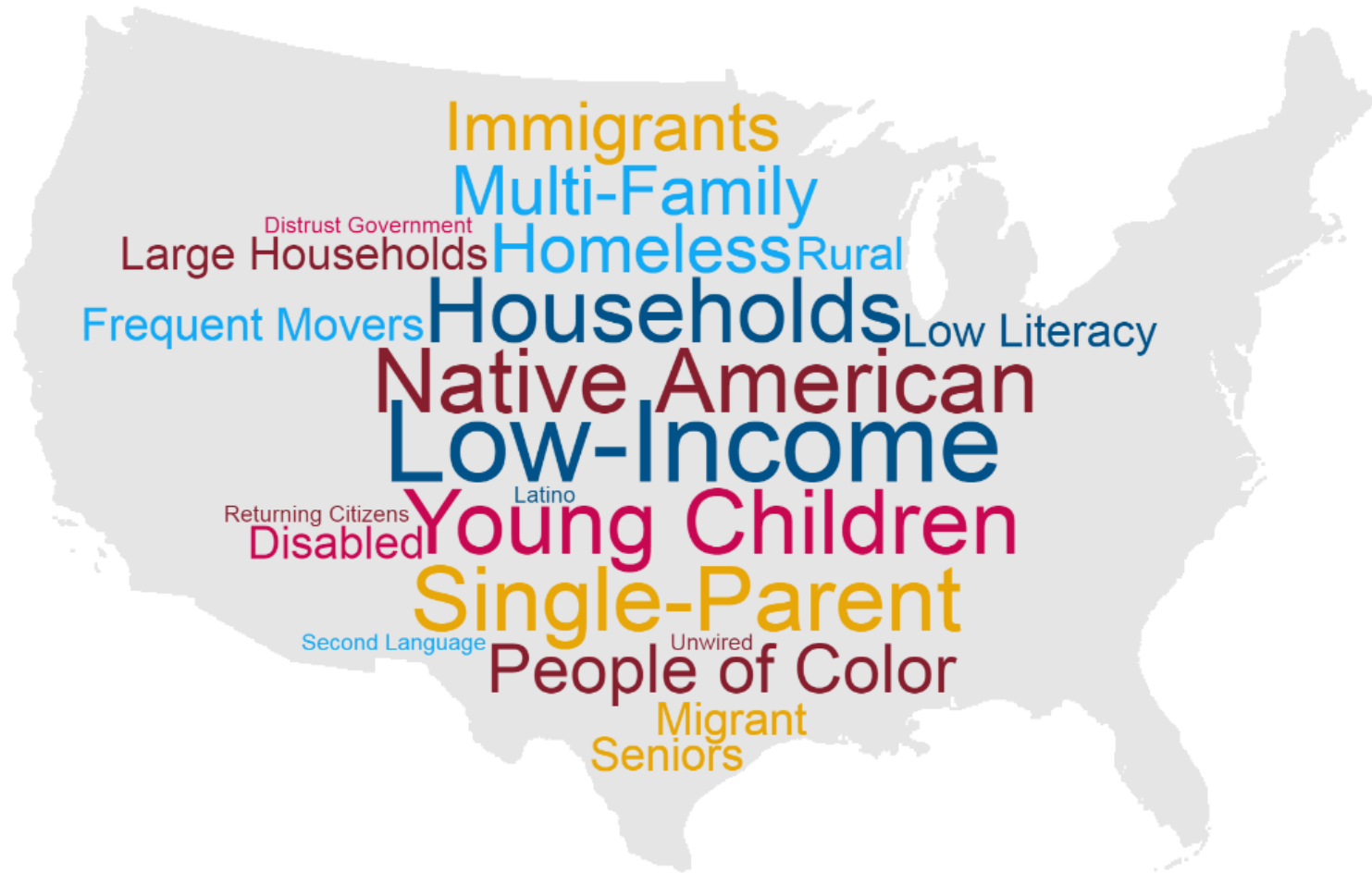


Figure 4: 2020 Census Environment

The Hard-To-Count Are:



The Hard-To-Count Are:



Get Out The Count

What Is Being Done?

US Census Bureau: Partner Efforts



WHY PARTNER?



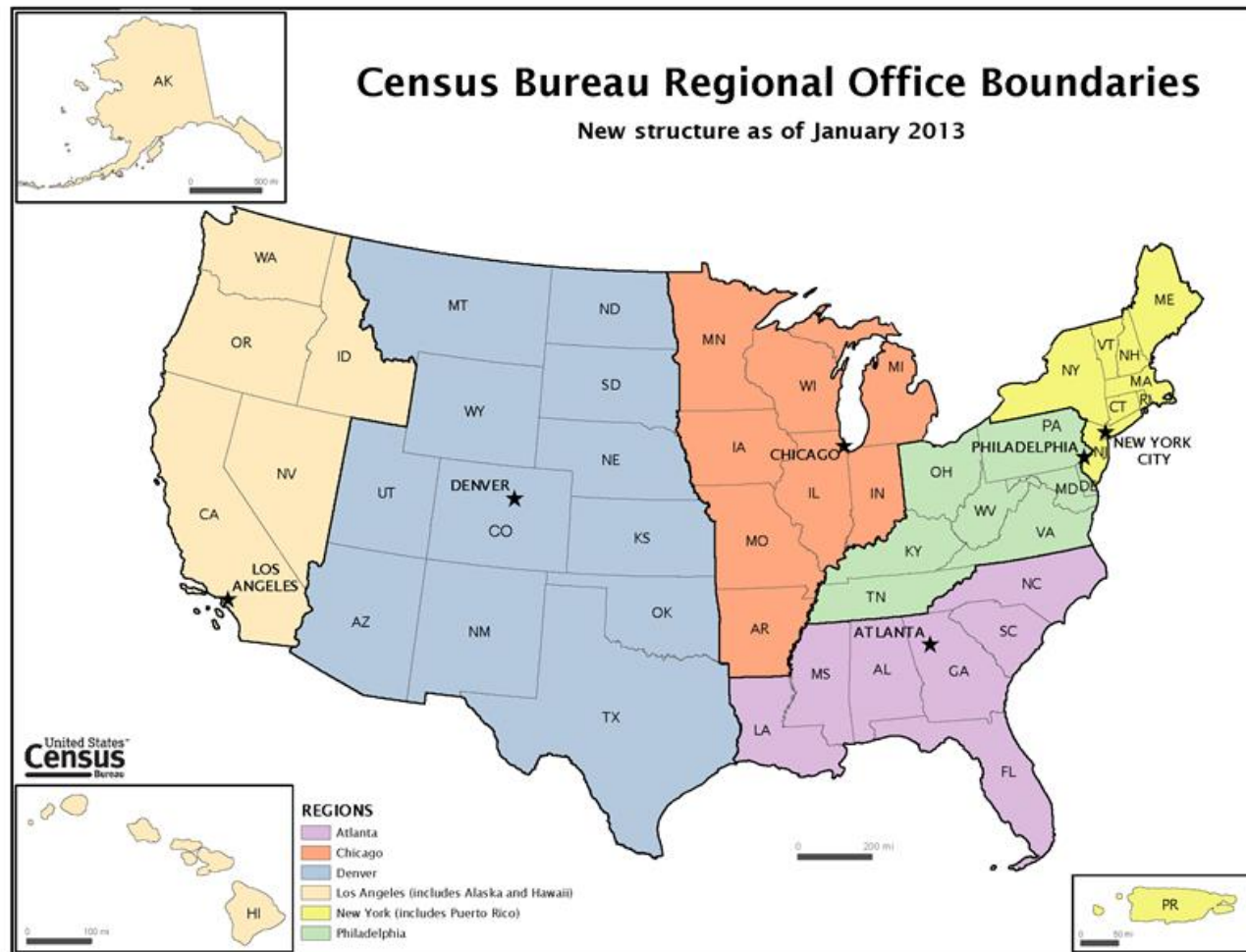
Increase participation



Make the Census Bureau work for you

US Census Bureau: Partner Efforts

Your Regional Office



US Census Bureau: Partner Efforts

Your Regional Office

^ Denver Region Contacts



Cathy L. Lacy, Regional Director

Denver Regional Office

6950 W. Jefferson Avenue, Suite 250
Lakewood, CO 80235

(720) 962-3700 or 1-800-852-6159

FAX: (303) 969-6777

TDD: (303) 969-6767

E-mail:

Denver.Regional.Office@census.gov

Complete Count Committees (CCCs):



- Utilize local knowledge and resources to promote the Census through locally based outreach efforts
- Provide a vehicle for coordinating efforts between tribal, state, and local governments; communities; and the Census Bureau
- Help the Census Bureau get a complete count through partnerships with local governments and community organizations
- Find existing Complete Count Committees on the [Census website](#)

Complete Count Committees (CCCs):

- Find existing Complete Count Committees on the census website:
<https://2020census.gov/en/partners.html>

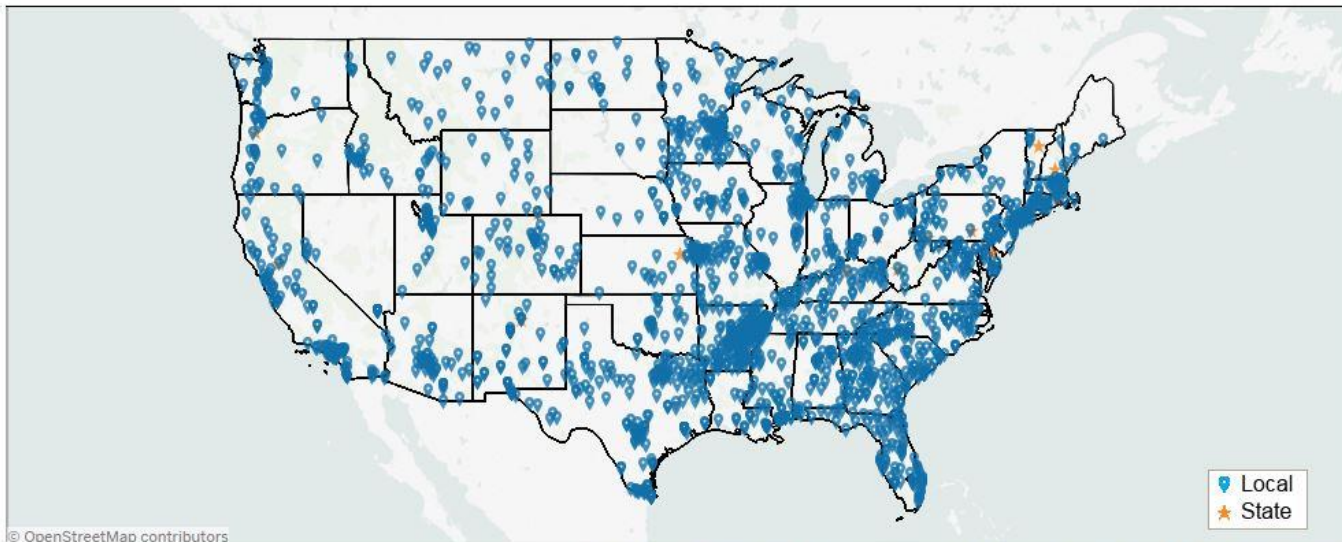
2020 Census Complete Count Committees

JUNE 14, 2019

*Select geography to begin:

United States (Contiguous) ▼

2020 Census Complete Count Committees



*Non-contiguous states, Alaska and Hawaii, are included in the drop-down options. Puerto Rico is also included.

Census Bureau Outreach Toolkit

STEP 1

READ THE INTRO

PAGE 03

Welcome!
Find out what this toolkit is, who it's for, and how to use it.

STEP 2

GET A CENSUS REFRESHER

PAGE 04

Take Census 101—get a refresher on the reasons census matters to your community and the United States at large.

STEP 3

LEARN THE BASICS OF OUTREACH

Get quick tips & best practices on how to design your outreach based on behavioral science research.

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STEP 4

IDENTIFY YOUR AUDIENCE TO UNDERSTAND THEIR BARRIERS TO PARTICIPATION



"I don't think the census has any impact on my life."

PAGE 11

"I don't feel comfortable sharing my information."



PAGE 12



"I have trouble completing census forms."

PAGE 13

"I don't have time to fill out the census."



PAGE 14

STEP 5

TAILOR YOUR OUTREACH

PAGE 15

Answer some questions and fill in the blanks to create a plan for your outreach strategy.

STEP 6

USE OUR RESOURCES

PAGE 16

See examples and get printable materials to support your census outreach efforts.

Census Counts 2020



**PARTNERSHIP
FOR AMERICA'S
CHILDREN**
State and local child advocates
working together for a better future



National
Urban League



Get Out The Count

What Can You Do?

Community Action Counts

Local Level Census Engagement

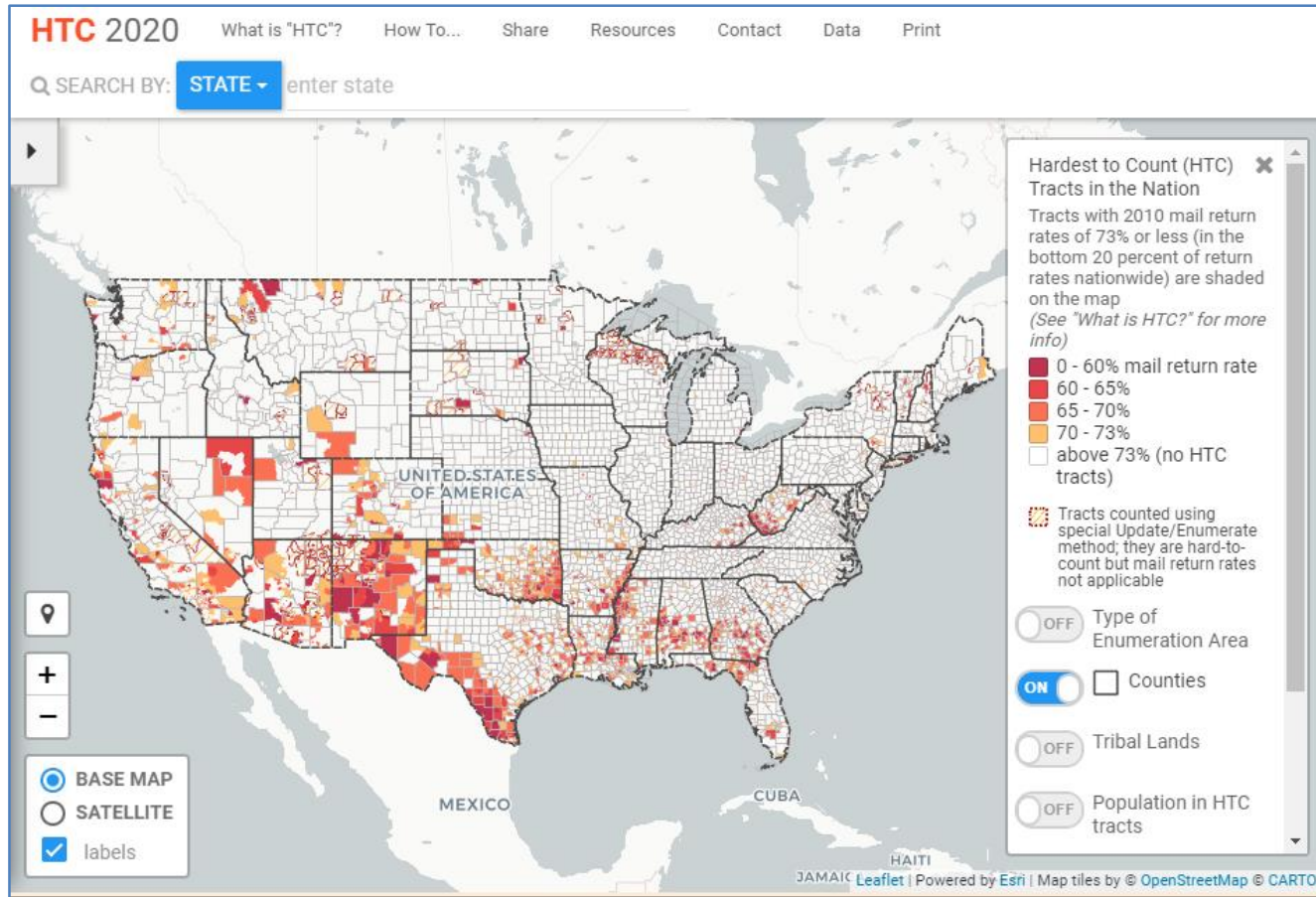
- 1. Learn about the Census in your Community**
- 2. Network, Partner, Connect, Build**
- 3. Social Media and Communications Campaign**
- 4. Census Outreach at Agency Level**

Community Action Counts

Local Level Census Engagement

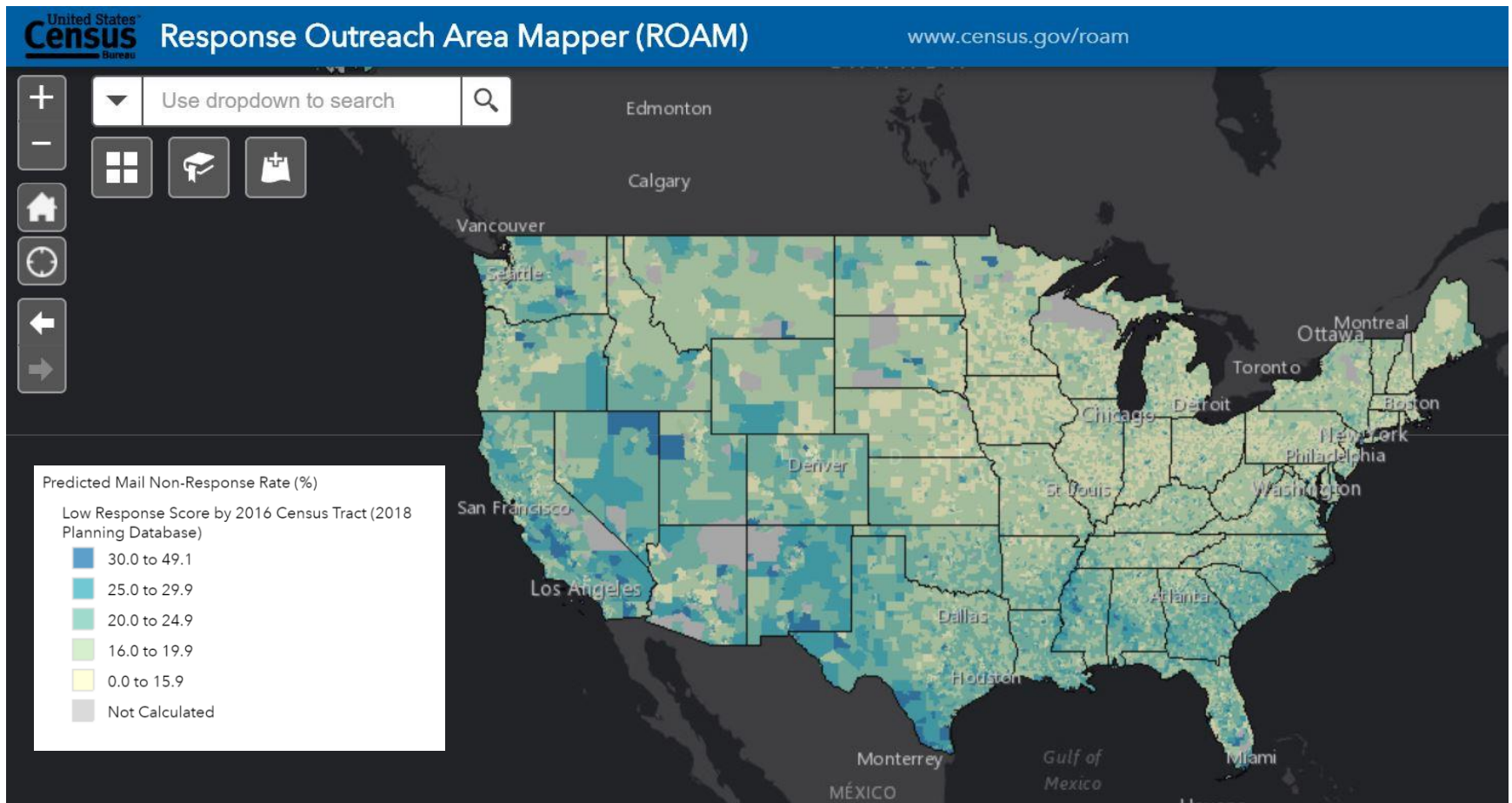
- Learn about the Census in your Community
 - Who makes up the hard to count in your community?
 - What are the major concerns?
 - Connect Census to important local issues
 - Where is your regional Census office?

Finding The Hard To Count



www.CensusHardToCountMaps2020.us

www.Census.gov/ROAM



Local Level Census Engagement

- Network, Partner, Connect, Build
 - Join or form a Complete Count Committee
 - Become a Census Partner
 - Connect with local affiliates of groups involved with Census Counts
 - Recruit to fill Census Jobs

Local Level Census Engagement

- Census Outreach at Agency Level
 - Train staff with knowledge about Census
 - Messaging for HTC Populations
 - Legalities and FAQs
 - Information in Agency: posters, resources
 - Technical Assistance
 - Social Media and Communications Campaign

Train Your Staff – Talking to the Hard To Count

- The Right Messaging is Key
- Incorporate Census into existing contact with clients
- Empower staff – As service providers, we are trusted messengers

Common Questions & Answers

- Why is the Census important?
 - ✓ The Census helps the community get its fair share of federal and state resources, especially for children.
 - Specific programs such as LIHEAP, Head Start, WIC, etc.
 - For every person not counted, it is estimated our communities could lose an average of \$2,000 per person of funding for each of the next ten years

Common Questions & Answers

- Do I participate if I am not a citizen?
 - ✓ Yes, the US Constitution says that the Census should count every person, whether citizen or not.
 - Federal money and creation of districts are both based on total size of population, not just citizens.
 - There a number of safeguards in place to protect the privacy of data shared, including citizenship status.

Common Questions & Answers

- Do they come to my house?
 - ✓ If you do not complete the Census form by the due date, a census staff member will visit your home to conduct the census in person. They will not enter your home.
 - You will get a letter in the mail, with instructions on how and when to complete the census
 - Census Bureau staff who have access to personal information are sworn to life to protect confidentiality

Common Concerns and Answers

- Is it safe for me to provide my information?
 - ✓ Yes.
 - Yes. Under the law, Census data can only be used for statistical purposes.
 - Personal census information cannot be disclosed for 72 years (including names, addresses, and telephone numbers, and citizenship status)
 - Census Bureau staff who have access to personal information are sworn for life to protect confidentiality

Common Concerns and Answers

- Can I help someone fill out their census form?

✓ Yes.

- As a CAA staff member, you CAN help a client get online and pull up the proper form.
- You can sit with a client and read the form over with them prior to their completing it.
- You **CANNOT** fill out the form for them. A family member can help them fill out the form online or on paper, or they can call the Census and fill out the form over the phone.

Common Concerns and Answers

- What if a client has accessibility issues?
 - ✓ The Census has several ways forms can be returned
 - The Census Bureau has dedicated staff members to assist people who have language or disability barriers
 - Census forms can be filled out online, on paper, or over the phone
 - Your Complete Count Committee will have resources to help you guide clients

Questions

