

#CommunityActionCounts: Preparing Your Agencies for Census 2020



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Agenda

- Welcome and Introductions
- What is the Census & Why does it matter?
- Get out the Count - what is being done?
- Get out the Count - what can you do?
- Next Steps and Questions



THE PROMISE OF COMMUNITY ACTION

*Community Action changes people's lives, embodies the spirit of hope, improves communities, and makes America a better place to live. **We care about the entire community** and we are dedicated to helping people help themselves and each other.*

Welcome!

- Some of you are already doing Census work – please let us know what you are doing in the chat box!
- You can also post questions in the chat box – we will have a few minutes for Q&A

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.

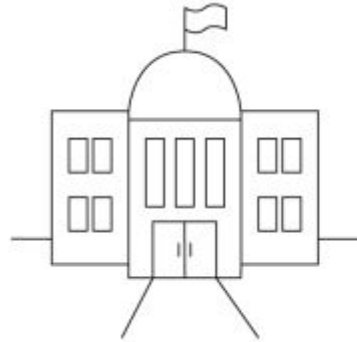
Census Data is Used To...

- **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

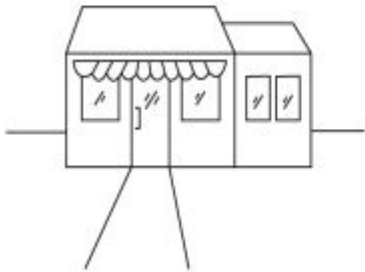
The Census in Your Community



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.

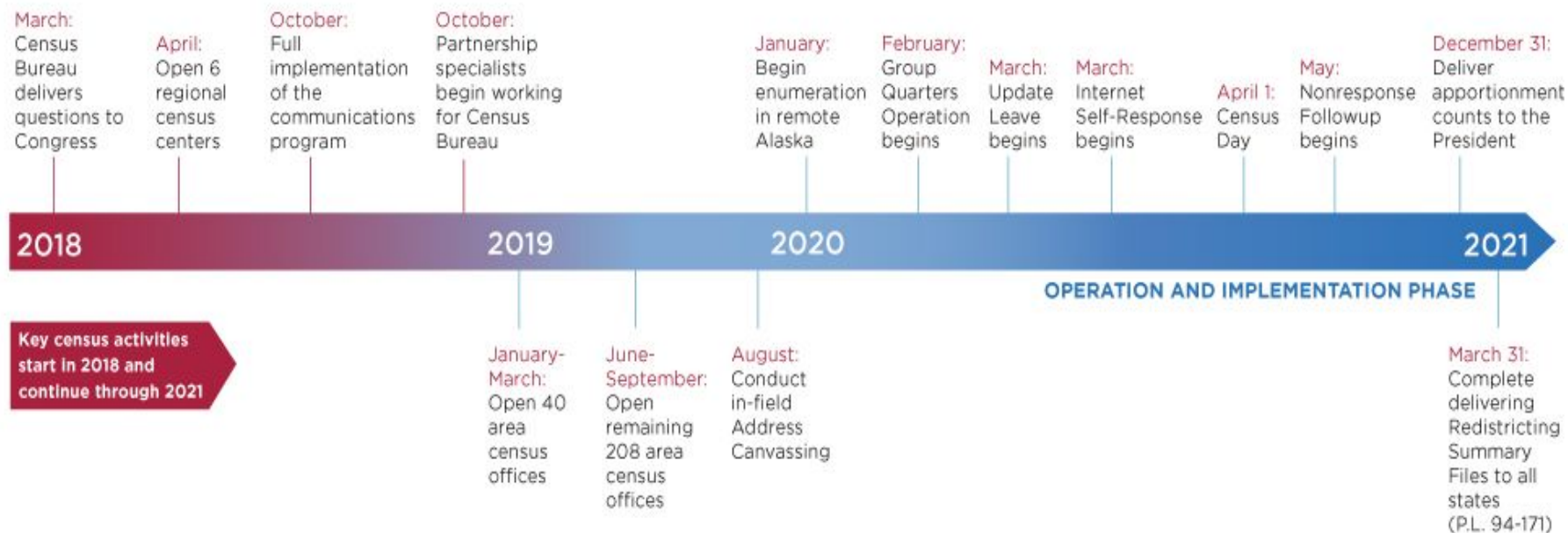


Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.



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

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

2020 Census- 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 households will require in person follow up

2020 Census - Strategy

- It's helpful for people to know how they will receive their Census invitation, so they know how to watch for it.
 - The CUNY map shows which areas will get invitations in the mail to go online vs. print copies first vs. having them dropped in rural areas.
 - If someone doesn't get an invitation, they can and should still fill out the form. Direct them to call the toll free numbers or go online to complete their Census.

2020 Census Economics

- The 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>

Economics Follow Up

- Help the Census hire those 500,000!
- Hiring people from communities that are Hard to Count means
 - Jobs for people – good hourly wages + mileage, flexible PT/FT work
 - People are working for the Census who sound, look and act like others in their community; this builds trust.
- [Available jobs & pay rates can be found on the Census website](#)
- [Apply for 2020 Census jobs online on the 2020 Census website](#)

Why Does the Census Matter to Community Action?

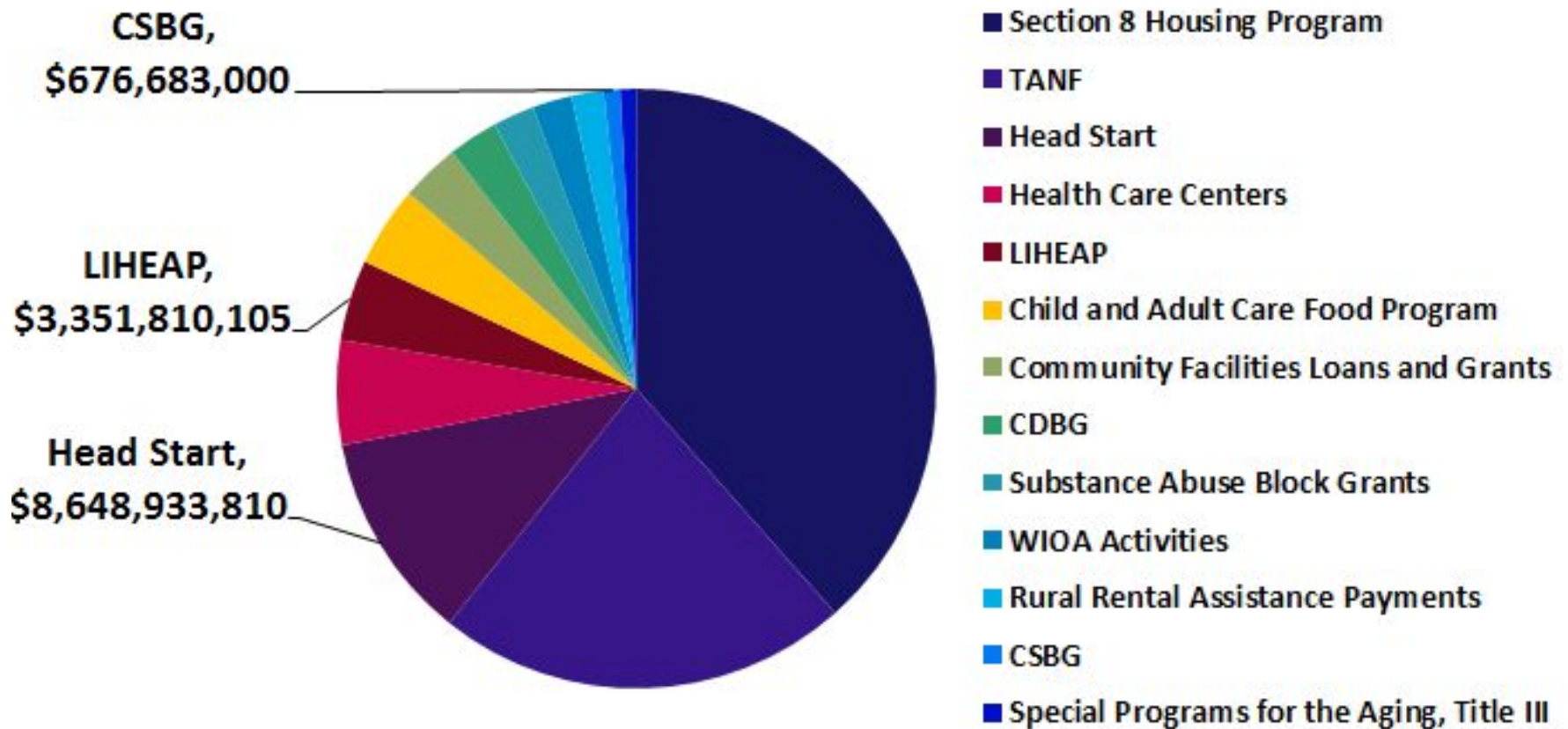
Census Impacts Community Action

- Census data:
 - Determines funding for essential federal programs
 - Informs agency 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

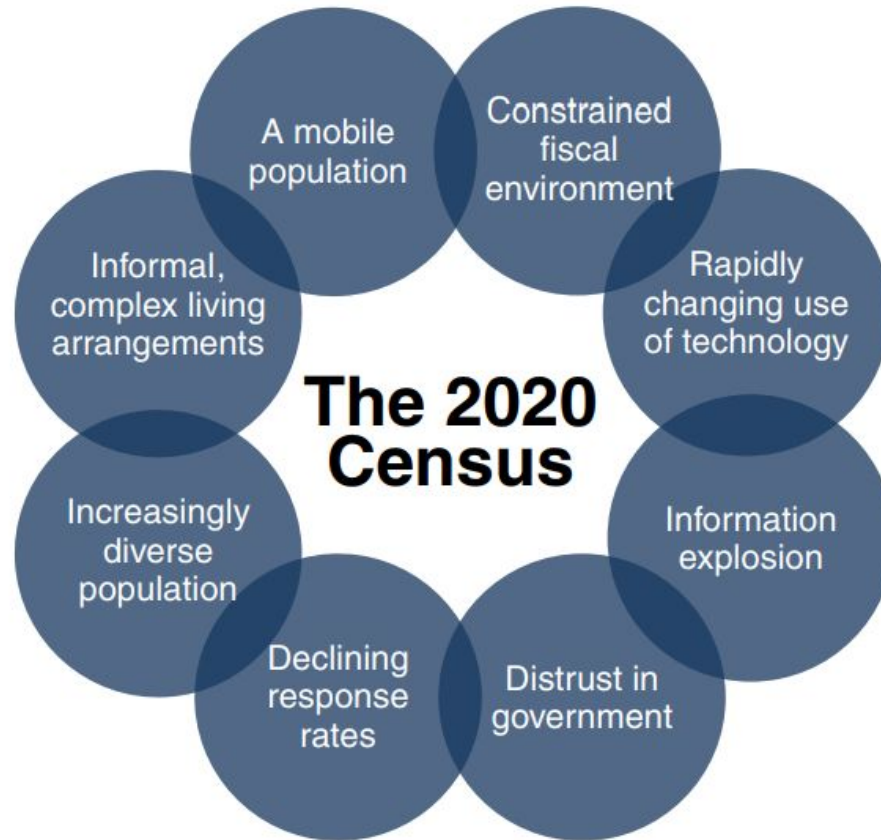
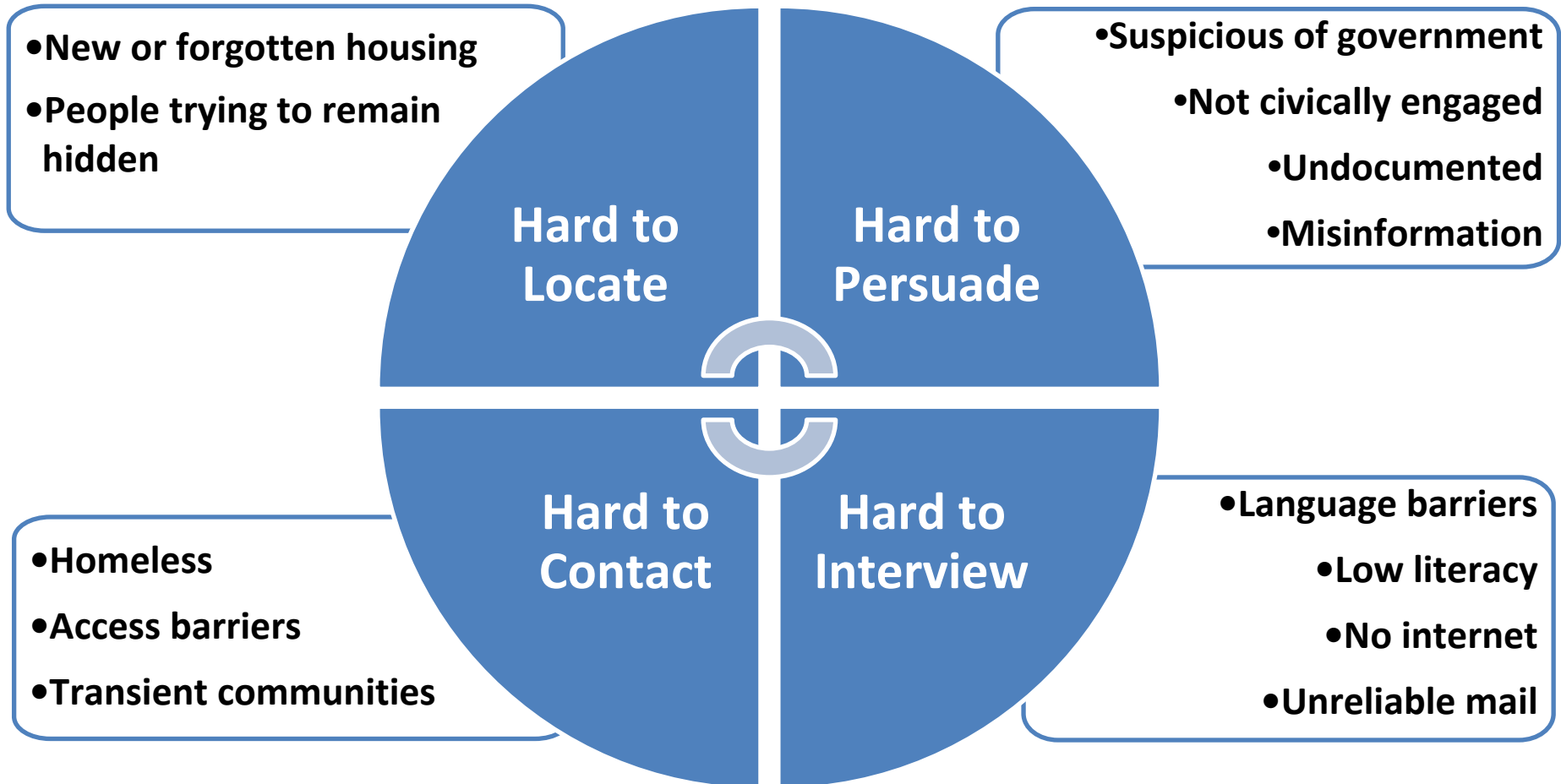
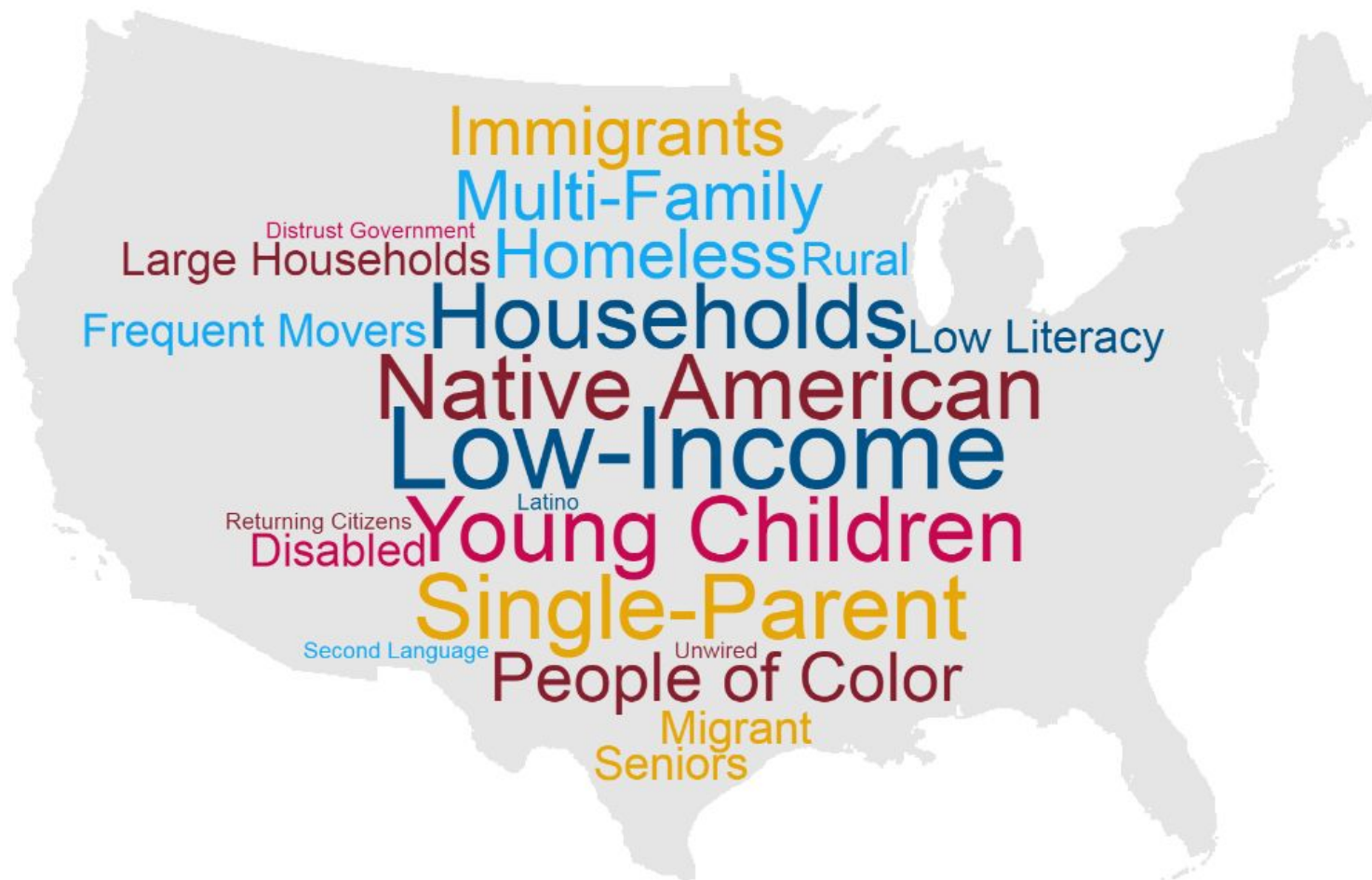


Figure 4: 2020 Census Environment

The Hard-To-Count Are:



The Hard-To-Count Are:



Get Out The Count – What Is Being Done?

Community Action's Involvement

Populations that are the hardest to count or are the least likely to fill out the census happen to walk through our doors every day.

This is why we are involved; we are trusted messengers who can raise the Census with our customers and explain why it's so important, plus safe and easy.

US Census Bureau: Partner Efforts



WHY PARTNER?



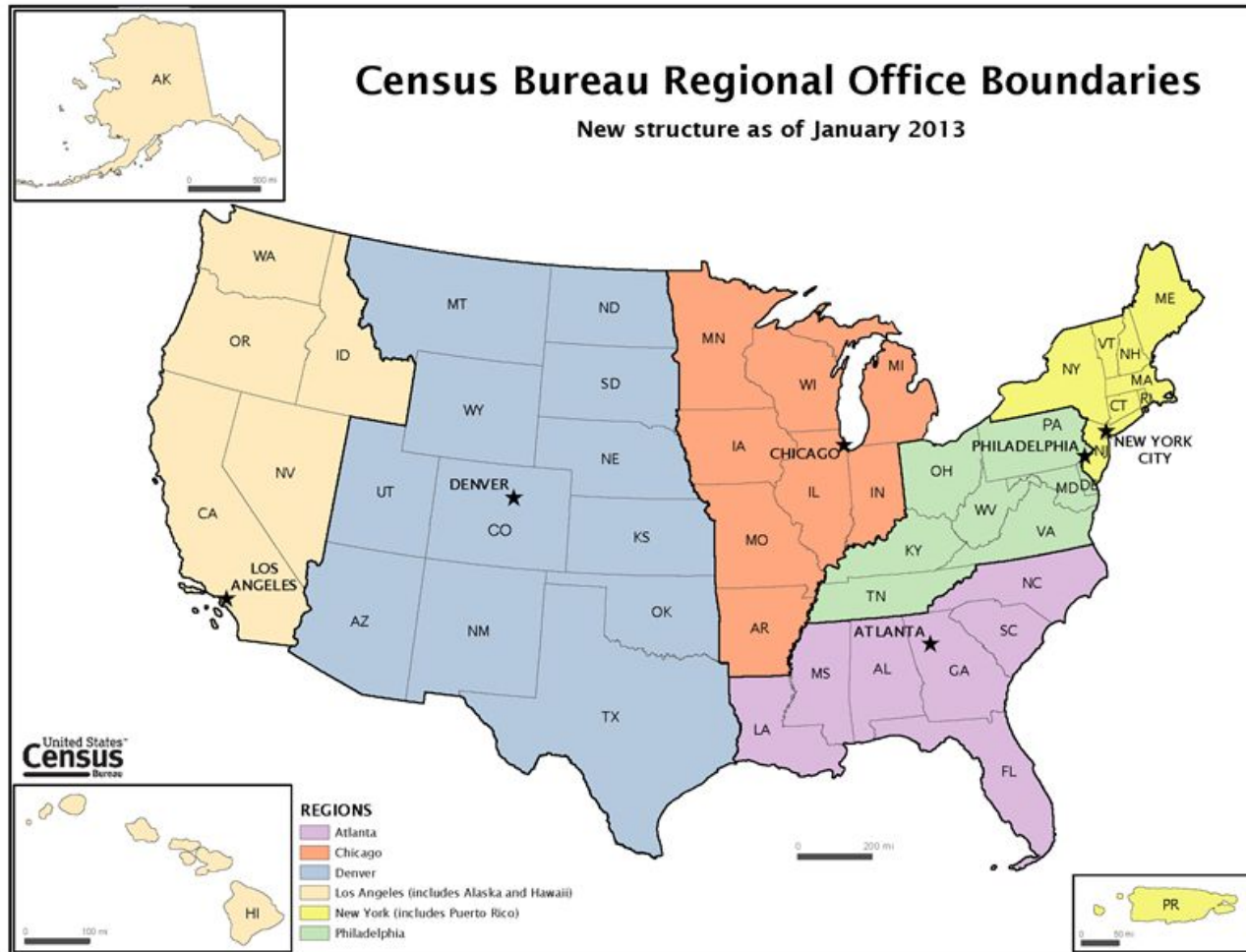
Increase participation



Make the Census Bureau work for you

US Census Bureau: Partner Efforts

Your Regional Office



US Census Bureau: Partner Efforts Your Regional Office

^ Los Angeles Region Contacts



Julie Lam, Regional Director

Los Angeles Regional Office

15350 Sherman Way, Suite 400

Van Nuys, CA 91406-4224

(818) 267-1700 or 1-800-992-3530

FAX: (818) 267-1714

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E-mail:

Los.Angeles.Regional.Office@census.gov

US Census Bureau: Partner Efforts

Your Regional Office

Chicago Region Contacts



Marilyn A. Sanders, Regional Director

Chicago Regional Office

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US Census Bureau: Partner Efforts

Your Regional Office

^ Atlanta Region Contacts



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US Census Bureau: Partner Efforts

Your Regional Office

New York Region Contacts



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New York, NY 10005

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[New.York.Regional.Office@census.g](mailto:New.York.Regional.Office@census.gov)

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US Census Bureau: Partner Efforts

Your Regional Office

^ Denver Region Contacts



Cathy L. Lacy, Regional Director

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US Census Bureau: Partner Efforts

Your Regional Office

Philadelphia Region Contacts



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Philadelphia Regional Office

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Philadelphia, PA 19106-2320

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TDD: (215) 717-0894

E-mail:

Philadelphia.Regional.Office@census.gov

Complete Count Committees (CCCs):

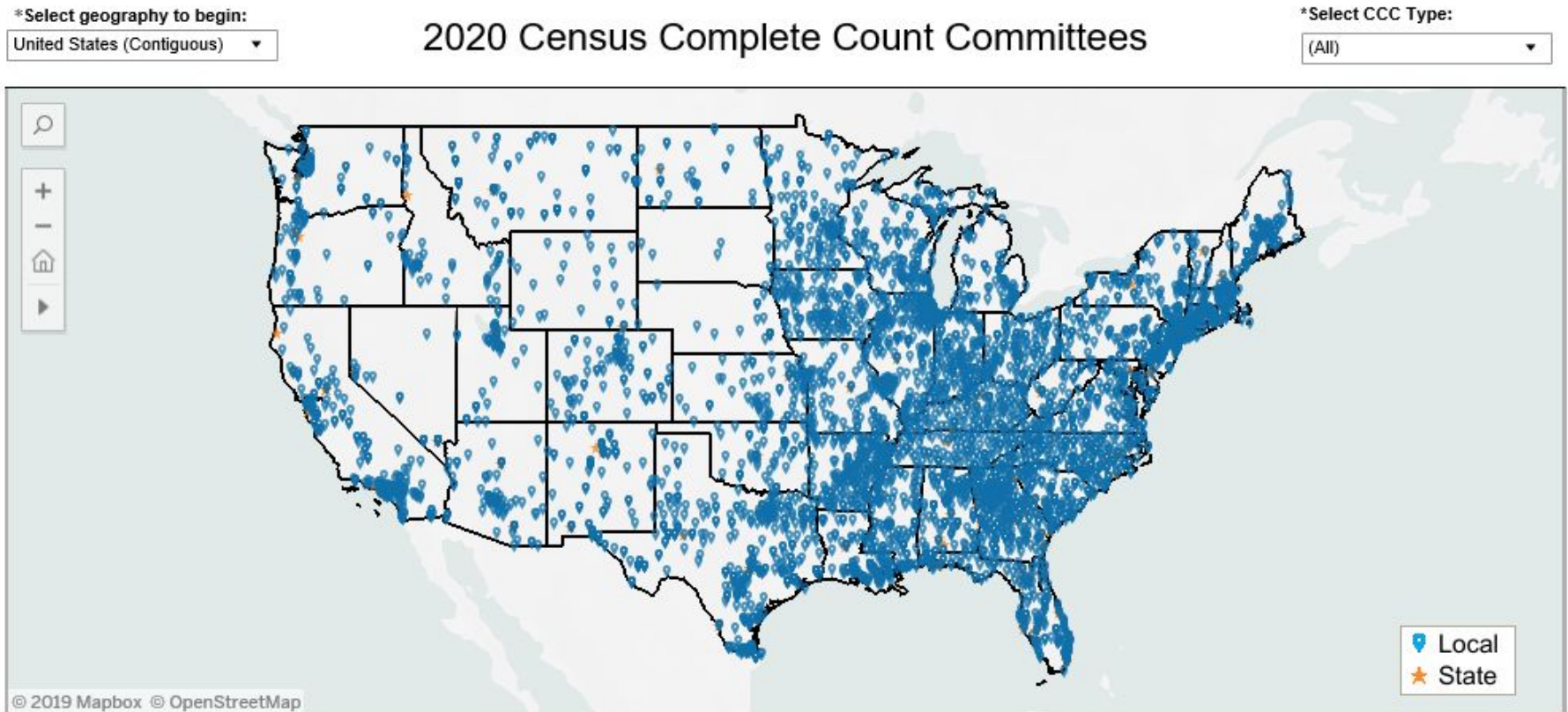


- Utilize local knowledge and resources to promote the Census through locally based outreach efforts
- Provide a vehicle for coordinating efforts between tribal, state, and local governments; communities; and the Census Bureau
- Help the Census Bureau get a complete count through partnerships with local 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>



Data as of: 12/13/2019

*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.

PAGE 06

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



Census Counts 2020



ABOUT IMPACT EVENTS RESOURCES GET INVOLVED

#CountMeIn

Communities that don't get fully counted in 2020 will miss out for the next ten years. This is the time to get involved. The Census counts. So do you. Pledge to be counted and to educate your community about the importance of the 2020 census.

PLEDGE TO BE COUNTED →



visit www.CensusCounts.org - take the pledge to be counted and educate your community about the Census!

TtT: Partner Follow Up

- The Census Partnership Specialists are trained to help non-profits like our agencies engage customers with the Census
 - They can come train your agencies; they also have pamphlets, fliers, and possibly things like tee shirts and stress balls.
- Our Census Counts 2020 coalition members – there are other entities doing census work in your area.
 - [Find the lists of state leads and hubs on our website and work with them](#)

Community Action Counts - What the Partnership is Doing:

- Educate and increase awareness
- Mobilize the network to take action
- Curate and generate resources specific to Community Action
- Equip agencies to conduct effective local outreach efforts



Community Action Census Working Group

Includes 9 States with Largest HTC Populations
Advisory Council, Network Resource

- AZ – Cynthia Zwick
- CA – Tony McAnelly
- FL – Faith Pullen
- GA – Lorraine Daniels
- MA – Joe Diamond
- NY – Jackie Orr
- OH – Cheryl Grice

Community Action Counts



Census 2020 is around the corner. This once in a decade event is critical for Community Action and the families and communities we serve across the country. Community Action Partnership is committed to ensuring that the *entire* community is counted, and is joining forces with the Census Counts campaign to guarantee a fair and accurate census count in 2020.

See below to learn more about the Census, the Census Counts campaign, and the work that Community Action Partnership is doing to ensure that *all people* are counted during Census 2020.

CENSUS 2020

CENSUS COUNTS 2020

COMMUNITY ACTION COUNTS

FEATURED RESOURCES

www.CommunityActionPartnership.com/Census-2020

Community Action Complete Count Committee (CACCC)

Each Agency, Association, & State Office Should Nominate *1 Person*
To Be The Point Person For Their Office, And:

- *Participate In Trainings And Webinars*
- *Help Organize Census Activities For Their Agency*
- *Be A Contact For Nationwide Partner Agencies*
- *Attend Census Academy And Be Certified On The Census*

We Want 100% Network Participation!

If we care about the entire Community, then we have to help count the entire Community!



Census Academy

- ✓ 2 Census tracks
- ✓ Approx. 2 hours per course
- ✓ Get Census Certified!

- ✓ On-demand courses, videos & resources
- ✓ Peer Engagement & Virtual Networking
- ✓ Virtual space for Learning Community Groups
- ✓ Free & Accessible for the Network!

Moodle is an online learning platform that provided trainers and learners with a single robust, secure, and integrated system to create personalized learning environments. <https://moodle.communityactionpartnership.com>

TtT: Follow Up

- The Partnership's goal is to make it easy for all of our agencies to talk about the Census *as they do their other work*
- Knowing the Census basics from Moodle, one of our Webinars and/or our videos is a good starting point.
- Materials like posters, button templates, one pager fact sheets are all available. Need a flyer or postcard that isn't available? Ask the National Partnership to create it!

Get Out The Count

What Can You Do?

Community Action Counts

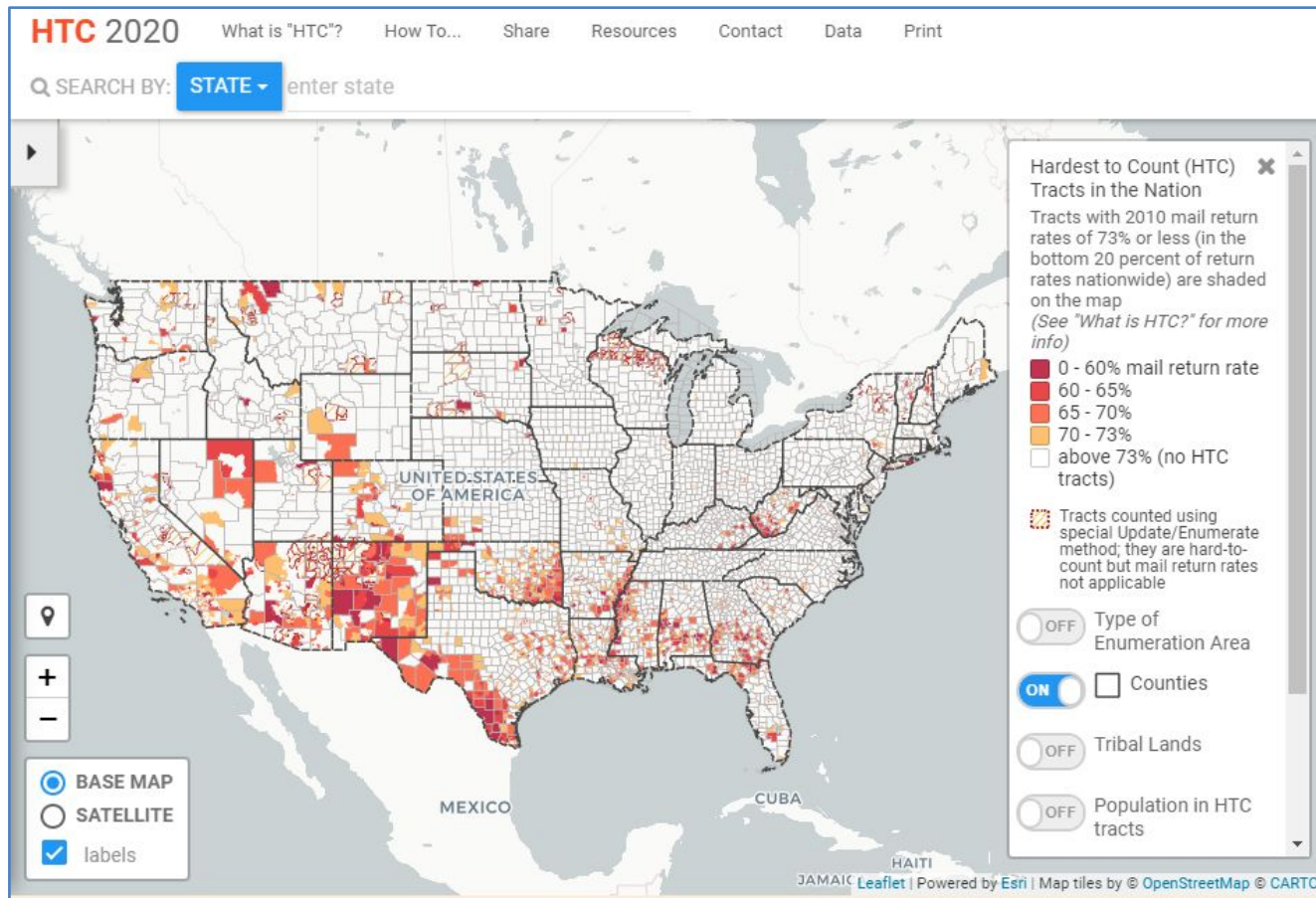
Local Level Census Engagement

- Thinking about your agency and why your customers might not fill out the Census is key:
 - Who makes up the hard to count in your community?
 - What are their major concerns?
 - How can you combat those concerns?
 - Why else might they ignore the Census and how can you persuade them to fill it out?

Maps

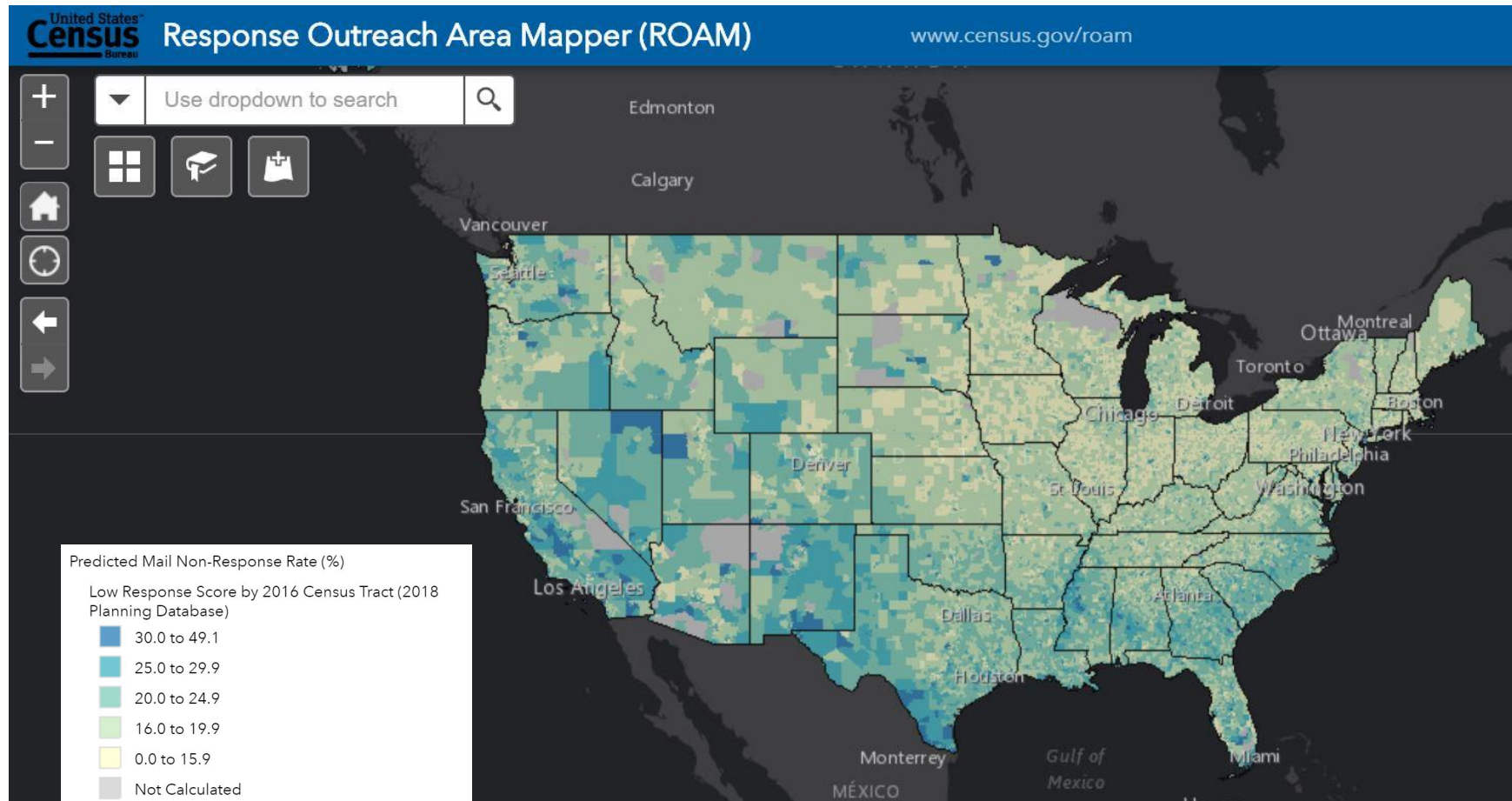
- There are two websites that can help identify where Hard To Count or low Census response clusters are found that can help agencies:
 - Figure out who needs more effort
 - What their barrier might be (i.e. language, no internet)
 - Identify how customers will receive their Census invitation, so they know where to keep an eye out

Finding The Hard To Count



www.CensusHardToCountMaps2020.us

www.Census.gov/ROAM



Talking to the Hard To Count

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

Training Tools: Introductory Video



We have a ~7 min video highlighting how to talk to our customers about Census concerns. Watch it on our website and share it with your agency!

Shorter Q&A Videos coming in January 2020

Common Questions & Answers

- Why is the Census important?

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?

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 are 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?

Common Questions & Answers

- Do they come to my house?
 - ✓ If you do not complete the Census form by the end of April, 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 in March.
 - Completing the Decennial Census before the end of April does **not** mean a Census employee won't come to your home for verification or other Census surveys, although it does make it less likely.

Common Concerns and Answers

- Is it safe for me to provide my information?

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?

Common Concerns and Answers

- Can I help someone fill out their Census form?

✓ Yes.

- As a CAA staff member, you **CAN** help a customer get online and pull up the proper form. You can sit with a customer and read the form over with them prior to their completing it.
- You **CANNOT** fill out the form for them. There are privacy concerns that prohibit you from doing so.
- You **CAN** help them call the Census hotline and fill out the form over the phone, or you can arrange for a Census Bureau staff member to help them in person.

Common Concerns and Answers

- What if a customer has accessibility issues?

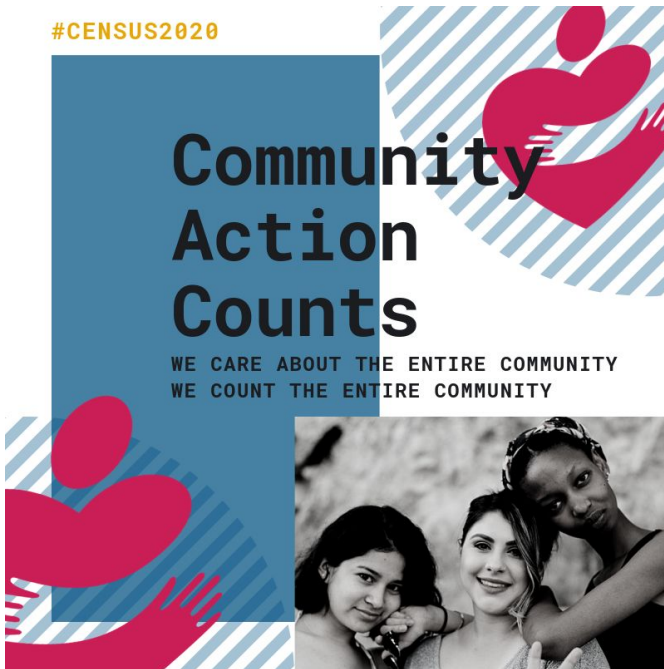
Common Concerns and Answers

- What if a customer 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 local Census Partnership Specialist or Complete Count Committee will have more resources to help you guide customers.

TtT: Action Steps

- ✓ Make sure your agency has nominated someone to the CACCC!
- ✓ Reach out to Partnership Specialists to Connect with the Census Bureau
- ✓ Join or Form a local Complete Count Committee
- ✓ Recruit to fill Census Jobs in your Community – and why
- ✓ Train your agency to talk about the Census, give them materials to help engage customers. (posters, postcards)

Engage With Social Media



- Follow us on Twitter and Instagram: @CAPartnership
- Sign-up for our Census newsletter for resources and trainings, and Census news
- Join our Facebook group to engage with CAA staff across the network



Team Exercise: groups of 2-6

Brainstorm Barriers

- Why might your customers not fill out the Census?
- What reasons might they give to ignore it?
- *Write down (or draw) every excuse/reason you think you might hear from customers*

Generate Solutions

- Individually, brainstorm ideas to break down your barriers – *be creative!*
- You can be broad or narrow your focus to one specific person/group in your community.
- Write down or draw your ideas on paper (*small Post-it Notes are ideal*).

SCENARIOS

You've brainstormed some specific scenarios that describe barriers that your community is facing.

Now, cluster the Post-Its into these categories:

1. *Trouble with forms* – Issues with language, literacy, or comprehension; disabilities; age.
2. *Lack of Knowledge* – Thinking the Census isn't for them (or their kids); not knowing why it matters to them and their community.
3. *Mistrust/Dislike of Government* – Fear of getting in trouble (self or others); anti-government/anti-civic engagement sentiments.
4. *Privacy* - Concerns about data privacy or having their information used by the govt. Feeling the govt doesn't need to know their info.
5. *Access issues* – Remote/Rural areas, no mail or internet.

Flesh Out A Solution

- Look at your clusters and see which barrier seems to pose the greatest risk to your community participating.
- Select one to solve as a group
- Come up with a plan to reach that particular community member and/or segment of the community and persuade them to participate in the Census.
- Present to the other groups, outlining your person/group, their barrier, and your solutions.

Wrap Up Discussion

Thoughts, Ideas and Actions!



- ☐ Discuss the ideas around the table. How can you improve or make them more effective?
- ☐ How can you turn this into action with your colleagues?
 - ☐ Use this brainstorm exercise to formulate how your agency can engage customers.

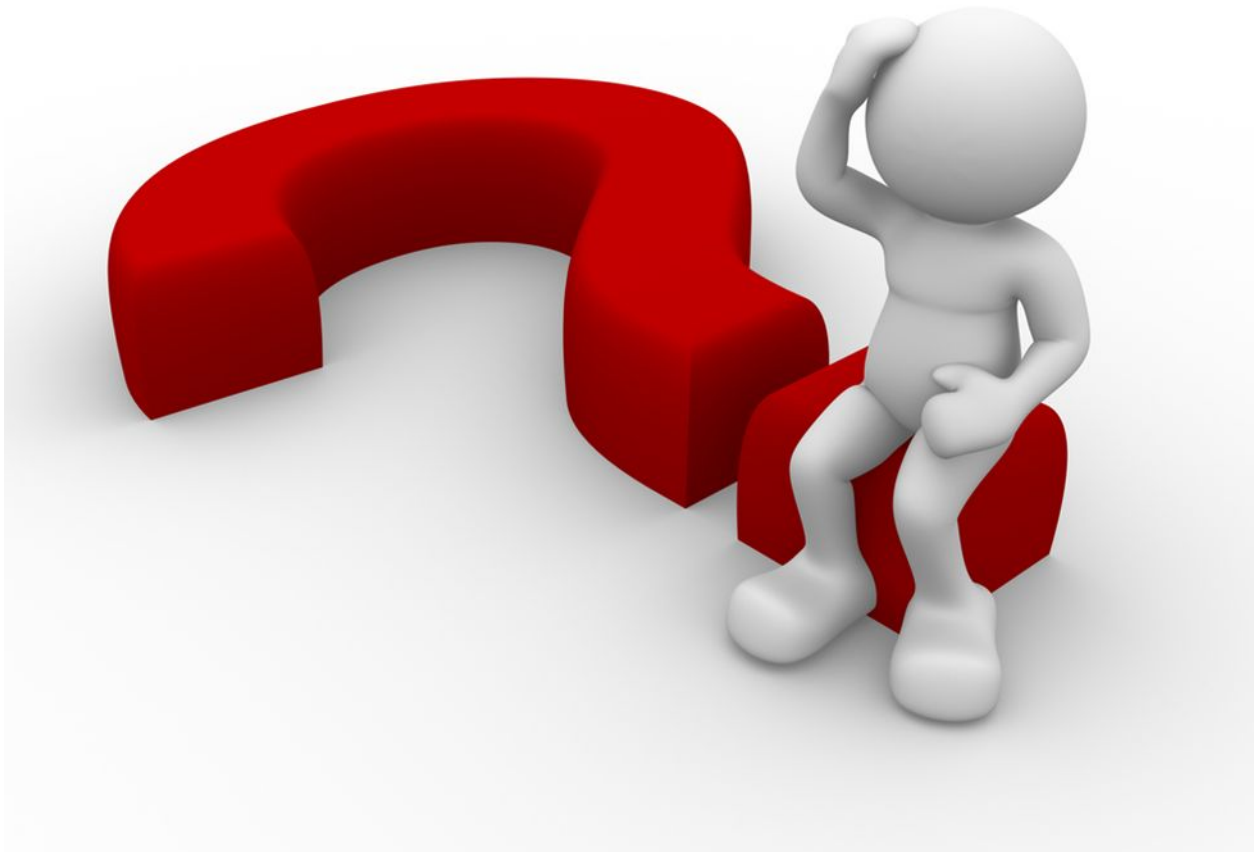
If there is something the Partnership can do to help, reach out to LMarsh@CommunityActionPartnership.com. Please also sent ideas! If it helps you, it will help another agency, too!

Community Action Census Team

Partnership Staff

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Questions



Resources

- www.CommunityActionPartnership.com/Census-2020
- <https://CommunityActionPartnership.com/census-blog/>
- <https://CensusCounts.org/Resources/>

Community Action Census Team

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