

#CountMeIn: Making the Census Count for Community Action

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Agenda

- Welcome and Introductions
- What is the Census?
- Why does the Census matter to us?
- 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!

- What do you already know about the Census?
- What are you already doing for Census engagement?
- What do you worry about?

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

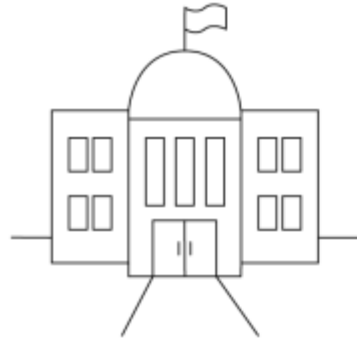
Census Data is Used To...

- **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

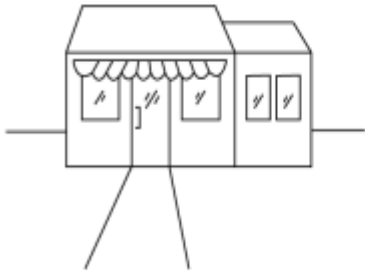
The Census in Your Community



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.

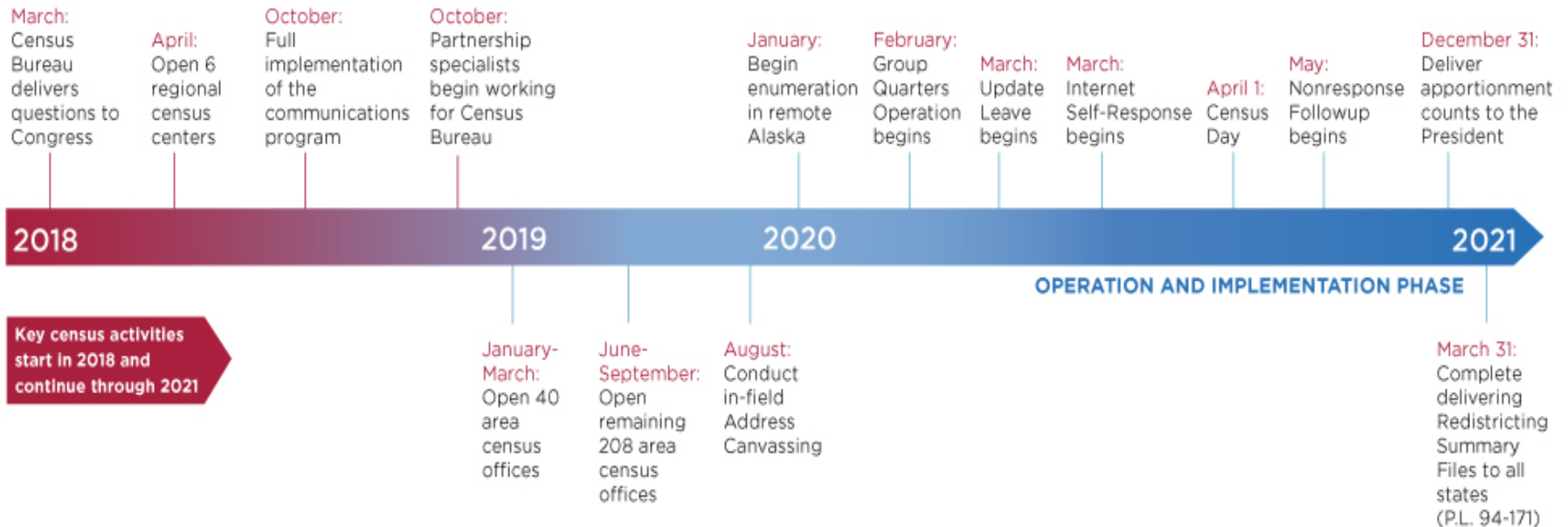


Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.



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

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
-
- Estimate of **40%** of household will require in person follow up

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 \$2,053 in funding to your community a year – each year, for ten years!

*<https://civilrights.org/value/2020-census/>, <https://www.census.gov/fieldjobs>

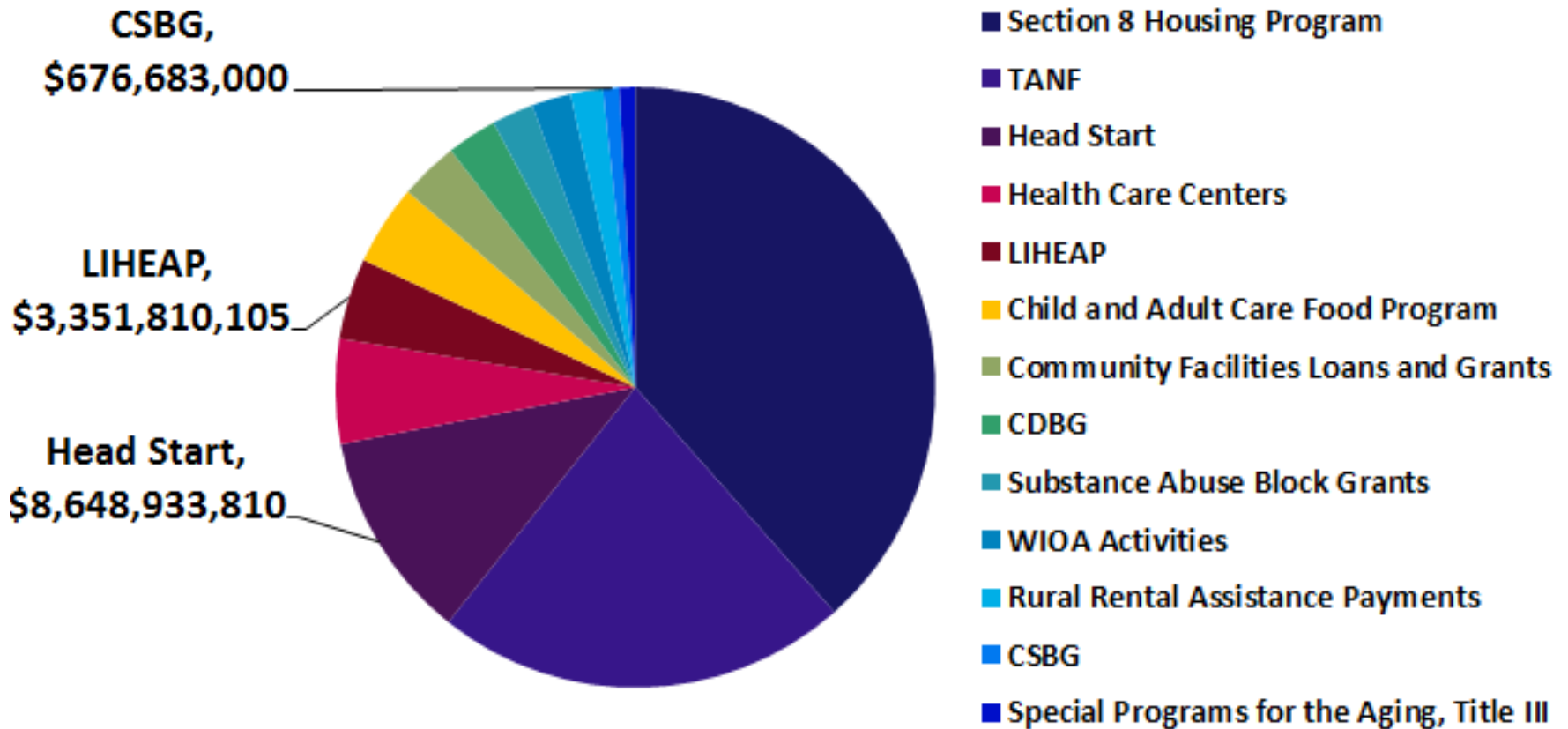
Why Does the Census Matter to Community Action?

Census Impacts Community Action

- Census data determines funding for essential federal programs
- Census data informs CAA planning, strategy, and operations
- When under-counted, communities lose fair share of resources and representation
- Populations served by CAAs are historically hard-to-count

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

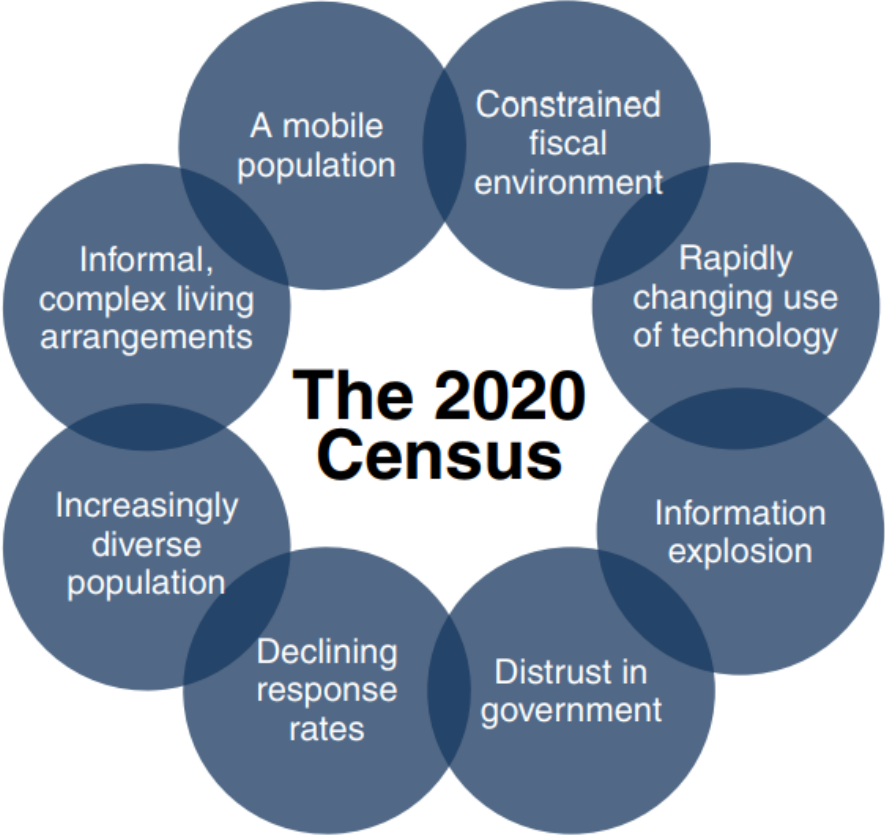


Figure 4: 2020 Census Environment

The Hard-To-Count Are:

- New or forgotten housing
- People trying to remain hidden

Hard to Locate

- Suspicious of government
- Not civically engaged
- Undocumented
- Misinformation

Hard to Persuade

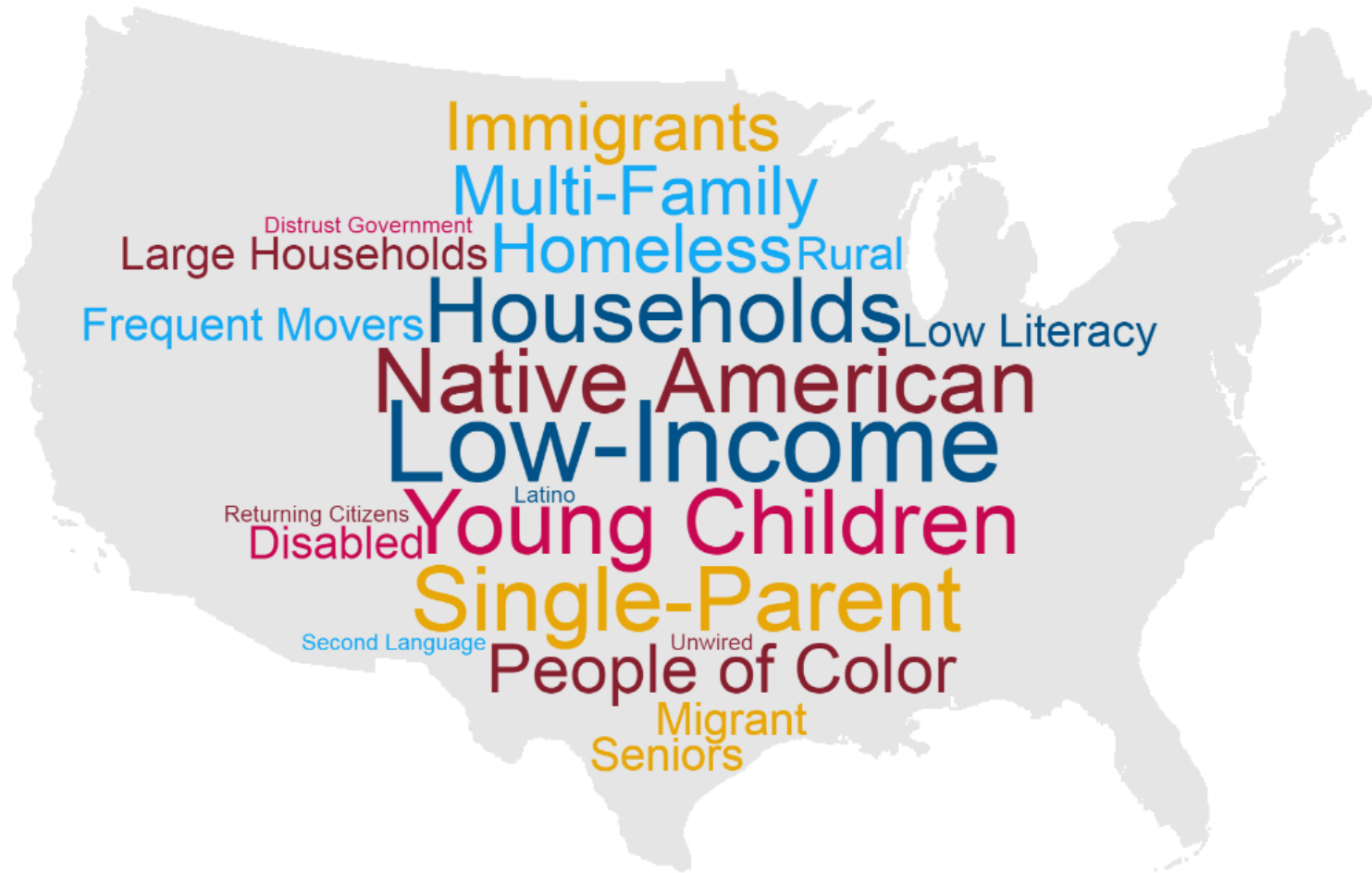
- Homeless
- Access barriers
- Transient communities

Hard to Contact

- Language barriers
- Low literacy
- No internet
- Unreliable mail

Hard to Interview

The Hard-To-Count Are:



Get Out The Count – What Is Being Done?

US Census Bureau: Partner Efforts



WHY PARTNER?



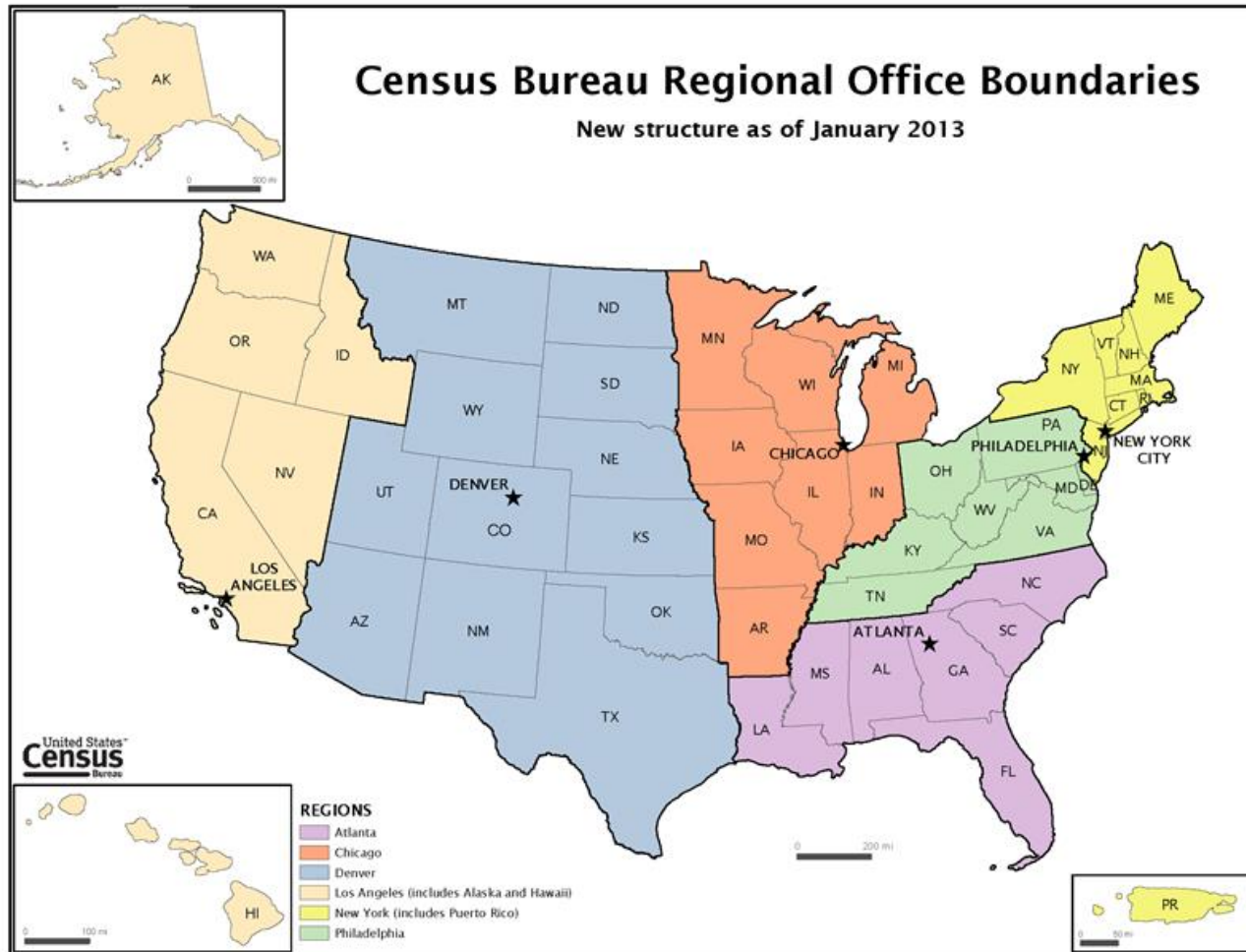
Increase participation



Make the Census Bureau work for you

US Census Bureau: Partner Efforts

Your Regional Office



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>

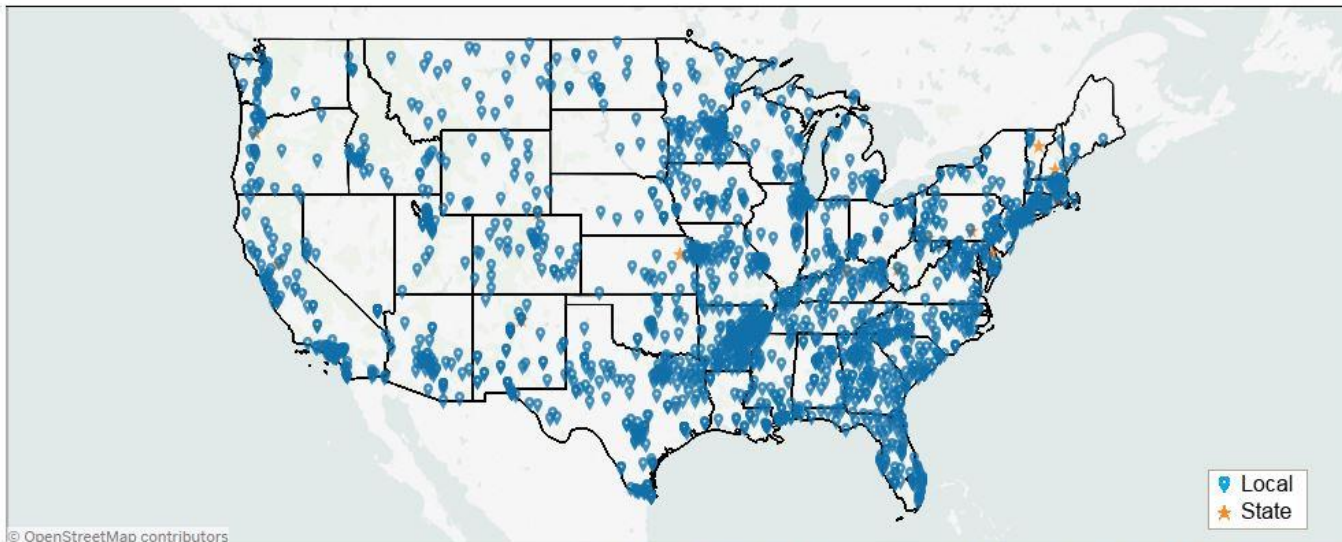
2020 Census Complete Count Committees

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

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

PAGE 03

STEP 2

GET A CENSUS REFRESHER

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

PAGE 04

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

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

PAGE 15

STEP 6

USE OUR RESOURCES

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

PAGE 16

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!

Community Action Counts - What the Partnership is Doing:

- Educate and increase awareness across network
- 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
- PA – Jen Wintermyer
- TX – Laura Ponce
- AL – Ron Gilbert

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 Are Aiming For 100% Network Participation!

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

Get Out The Count

What Can You Do?

Community Action Counts

Local Level Census Engagement

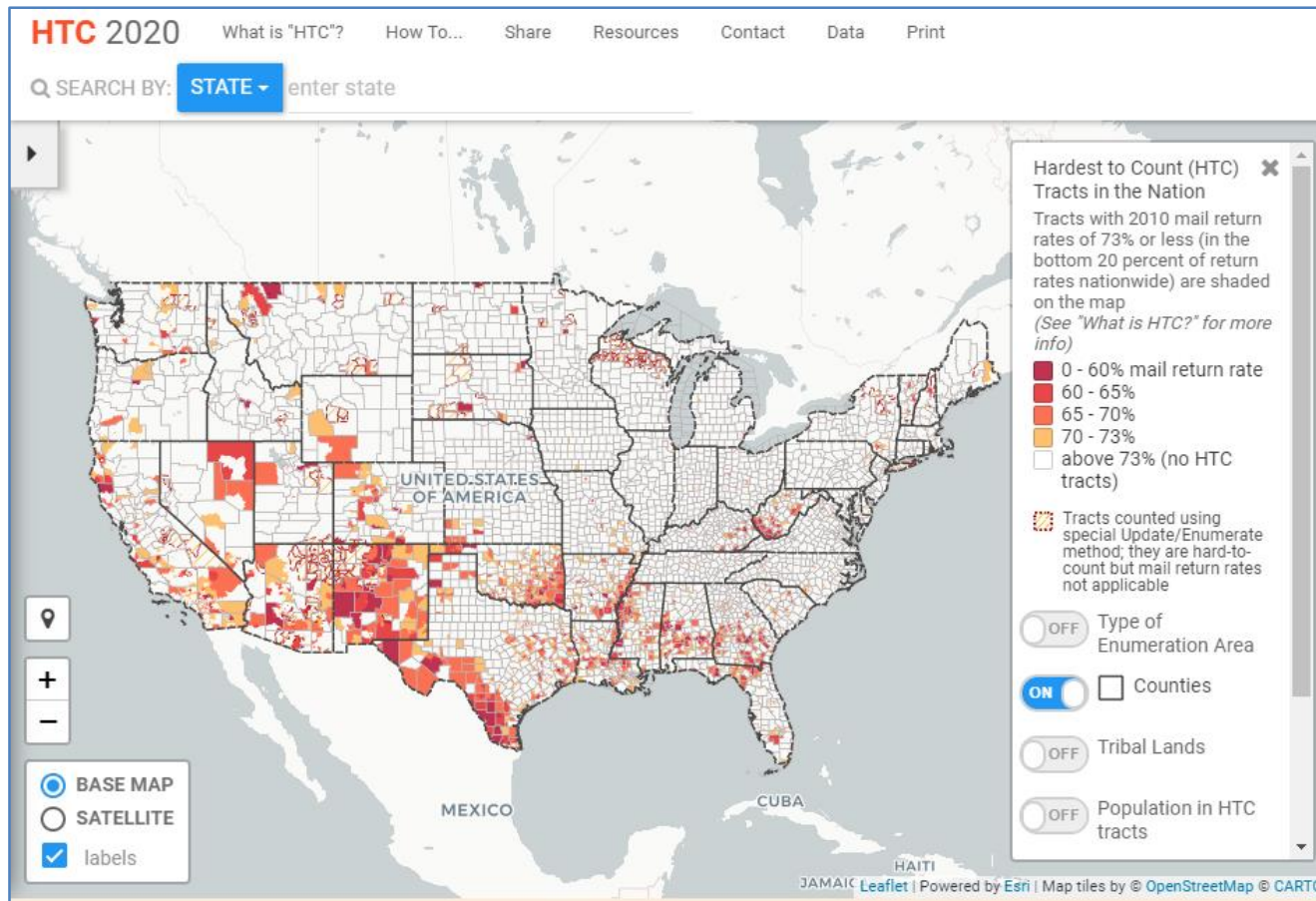
1. Learn about the Census in your Community
2. Network, Partner, Connect, Build
3. Social Media and Communications Campaign
4. Census Outreach at Agency Level

Community Action Counts

Local Level Census Engagement

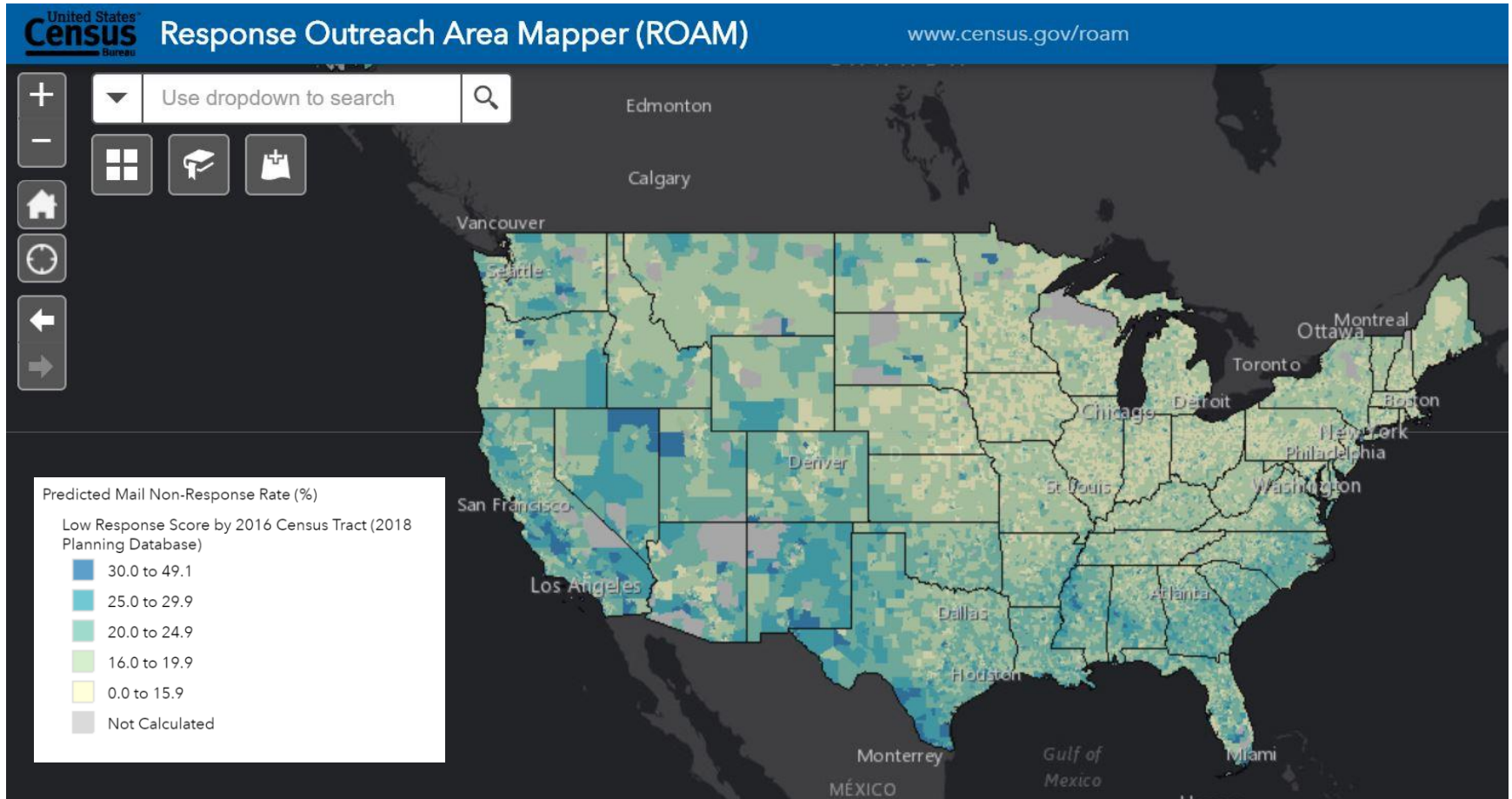
- Learn about the Census in your community
 - Who makes up the hard to count in your community?
 - What are the major concerns?
 - Connect Census to important local issues
 - Where is your regional Census office?

Finding The Hard To Count



www.CensusHardToCountMaps2020.us

www.Census.gov/ROAM



Local Level Census Engagement

- Network, Partner, Connect, Build in The Community
 - Join or form 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
 - 7 touches
- Empower staff – As service providers, we are trusted messengers

Training Tools- Talking to the Hard To Count



The Partnership has developed a video highlighting how to talk to our customers about their Census concerns

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?

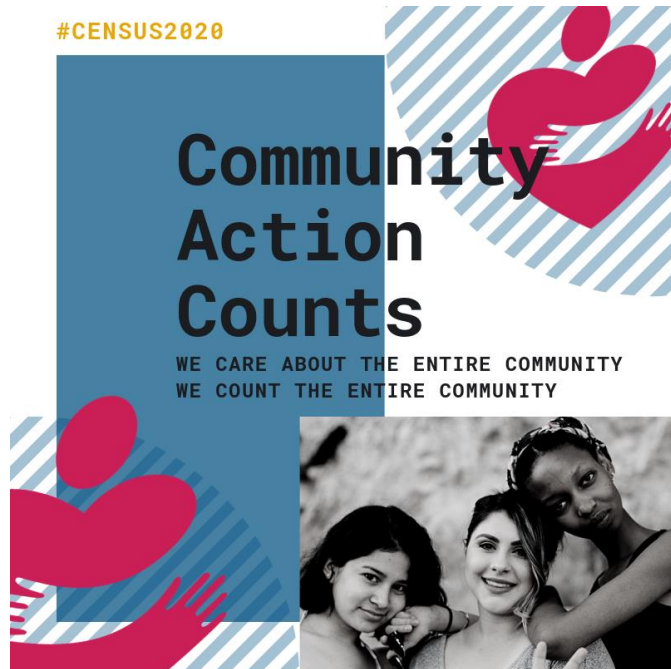
✓ Yes.

- 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

Engage With Social Media



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

Action Steps

- ✓ Nominate your agency's CACCC member!
- ✓ Partner with the Census Bureau, contact local office
- ✓ Join or Form a local Complete Count Committee
- ✓ Recruit to fill Census Jobs in your Community
- ✓ Find out who is Hard-To-Count in your Community
- ✓ Train your agency to talk about the Census

Questions



Community Action Census Team

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