

# #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

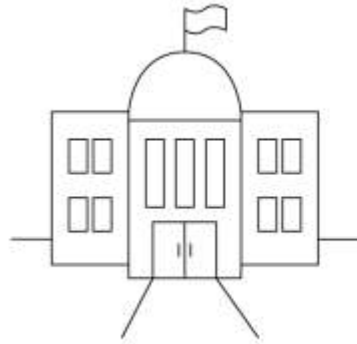
# Census Data is Used To...

- **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

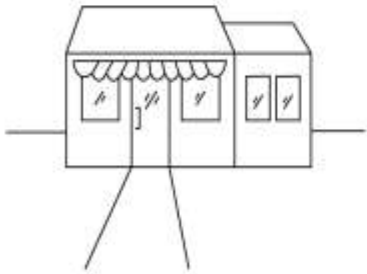
# The Census in Your Community



**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.



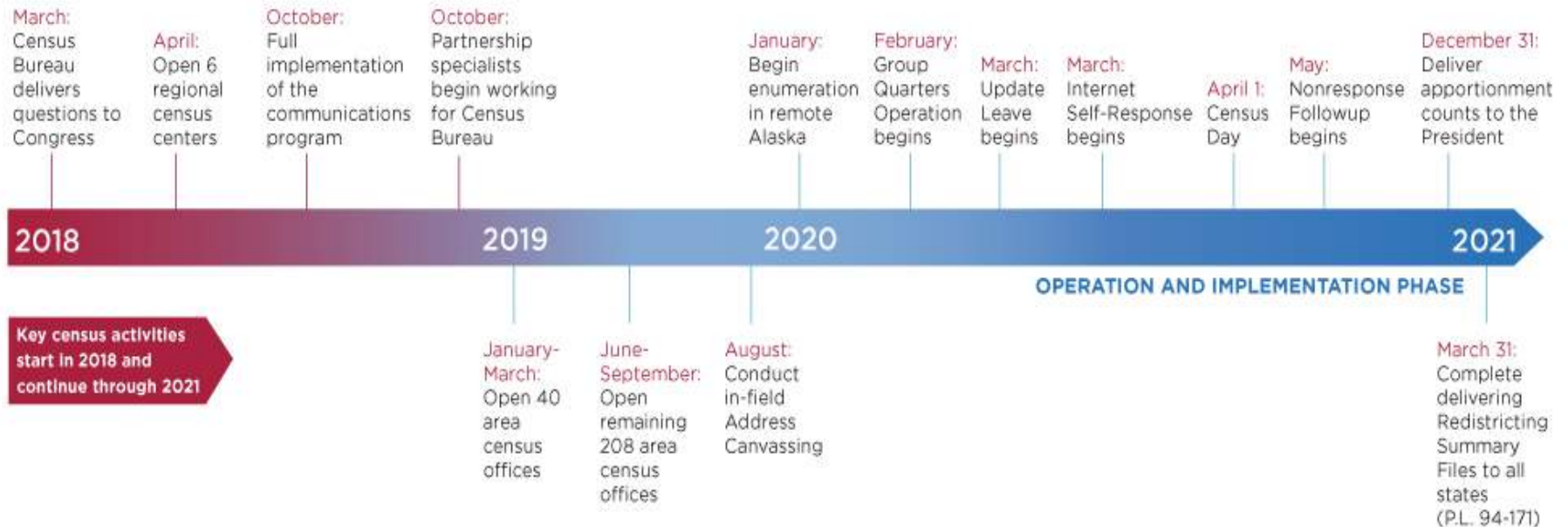
**Businesses** use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.



**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 \$1,300 in funding to your community a year – for ten years!

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

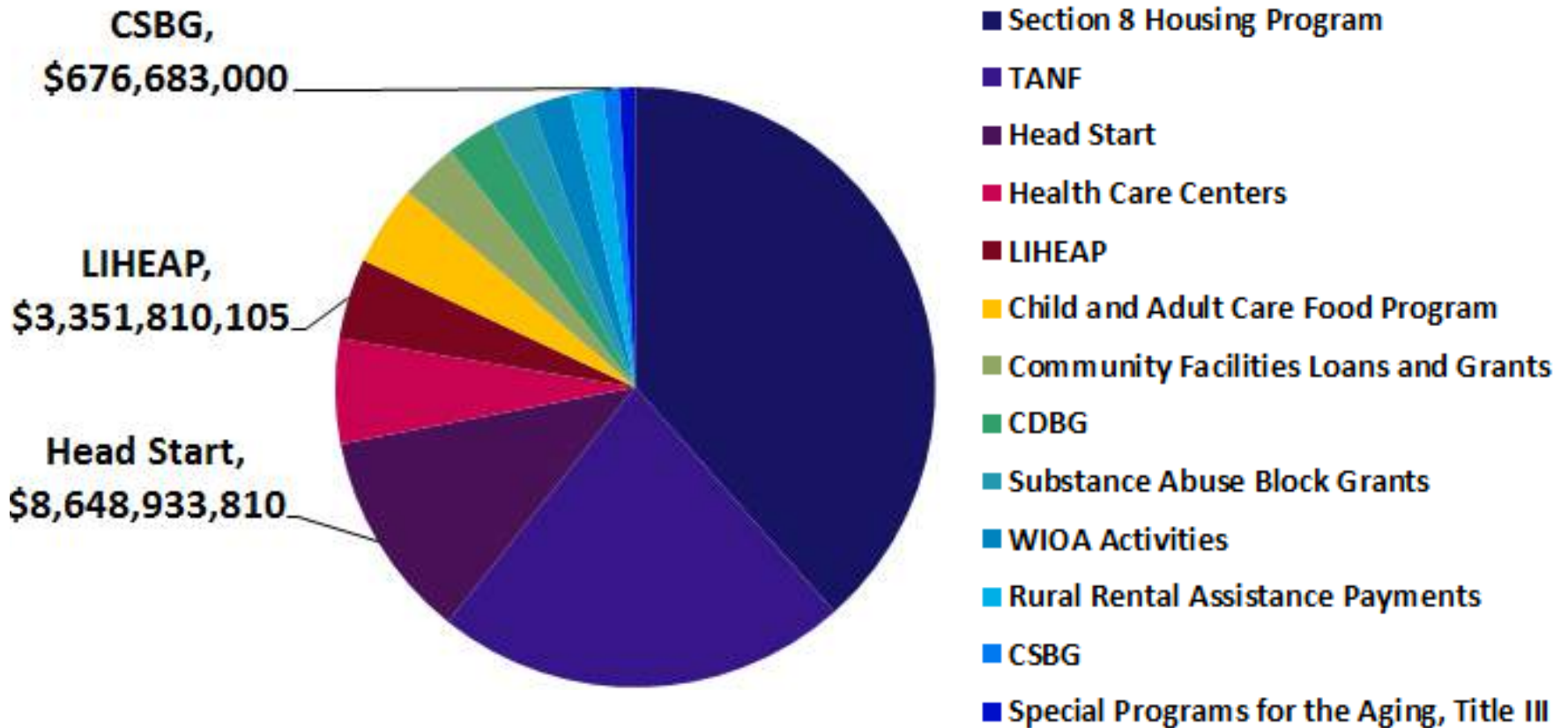
# Why Does the Census Matter to Community Action?

# 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

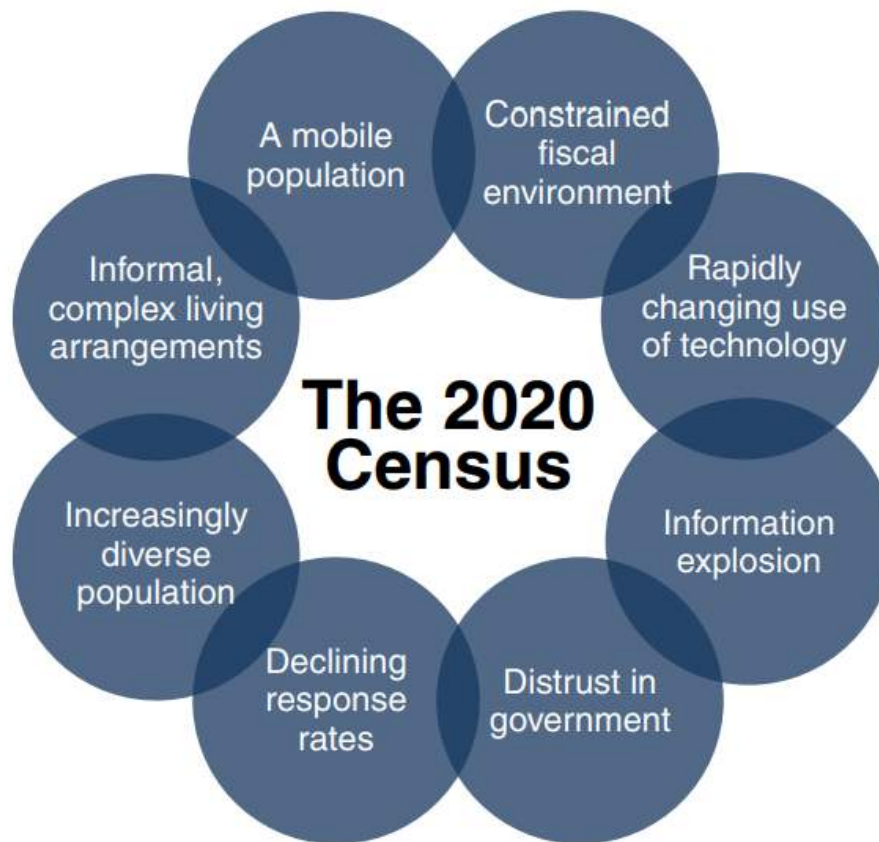


Figure 4: 2020 Census Environment



# 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**

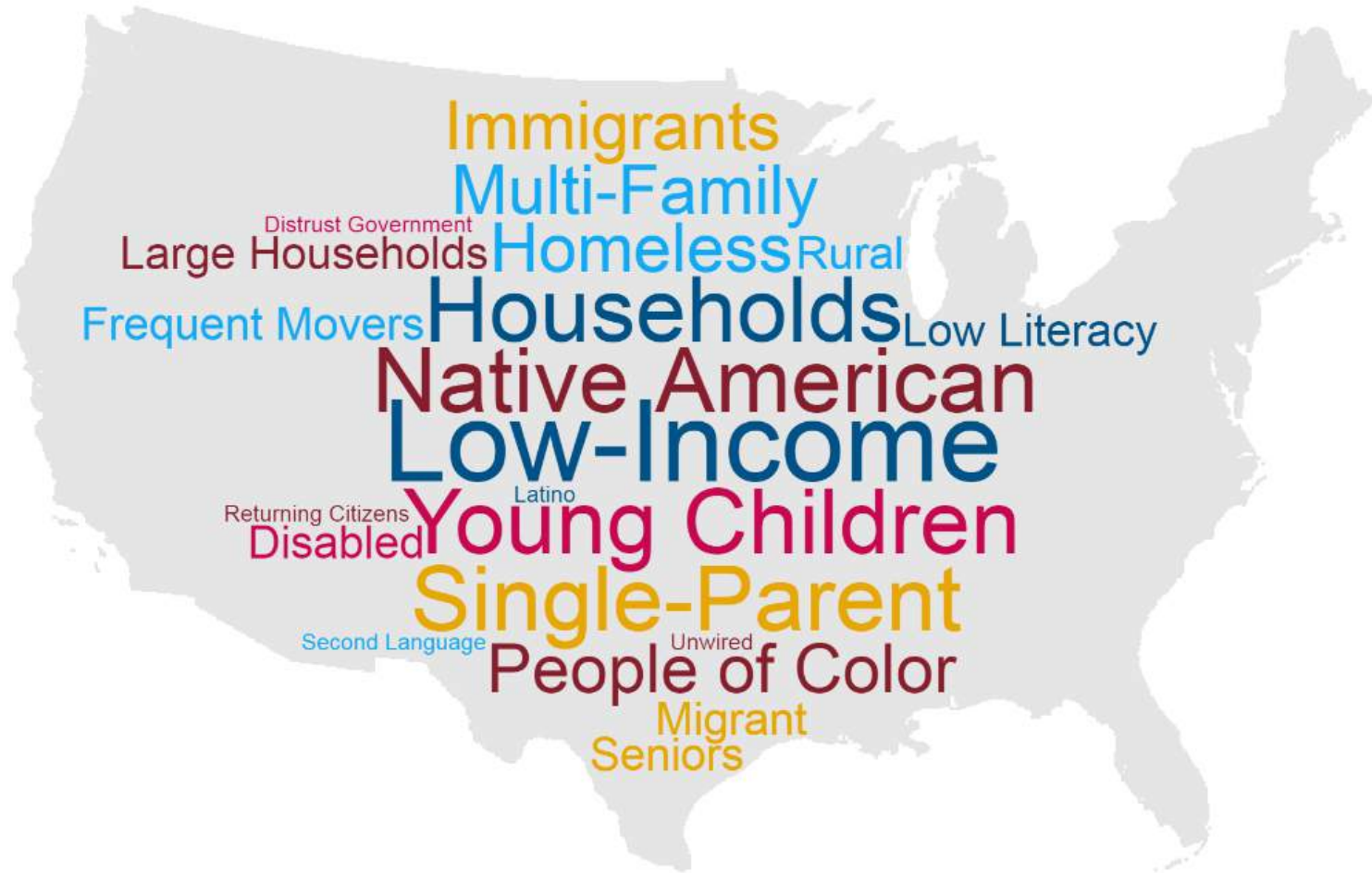
- Homeless
- Access barriers
- Transient communities

**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

### ^ Atlanta Region Contacts



George Grandy Jr., Regional Director

Atlanta Regional Office

101 Marietta Street, NW, Suite 3200  
Atlanta, GA 30303-2700

(404) 730-3832 or 1-800-424-6974

FAX: (404) 730-3835

TDD: (404) 730-3963

E-mail:

[Atlanta.Regional.Office@census.gov](mailto:Atlanta.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



# 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

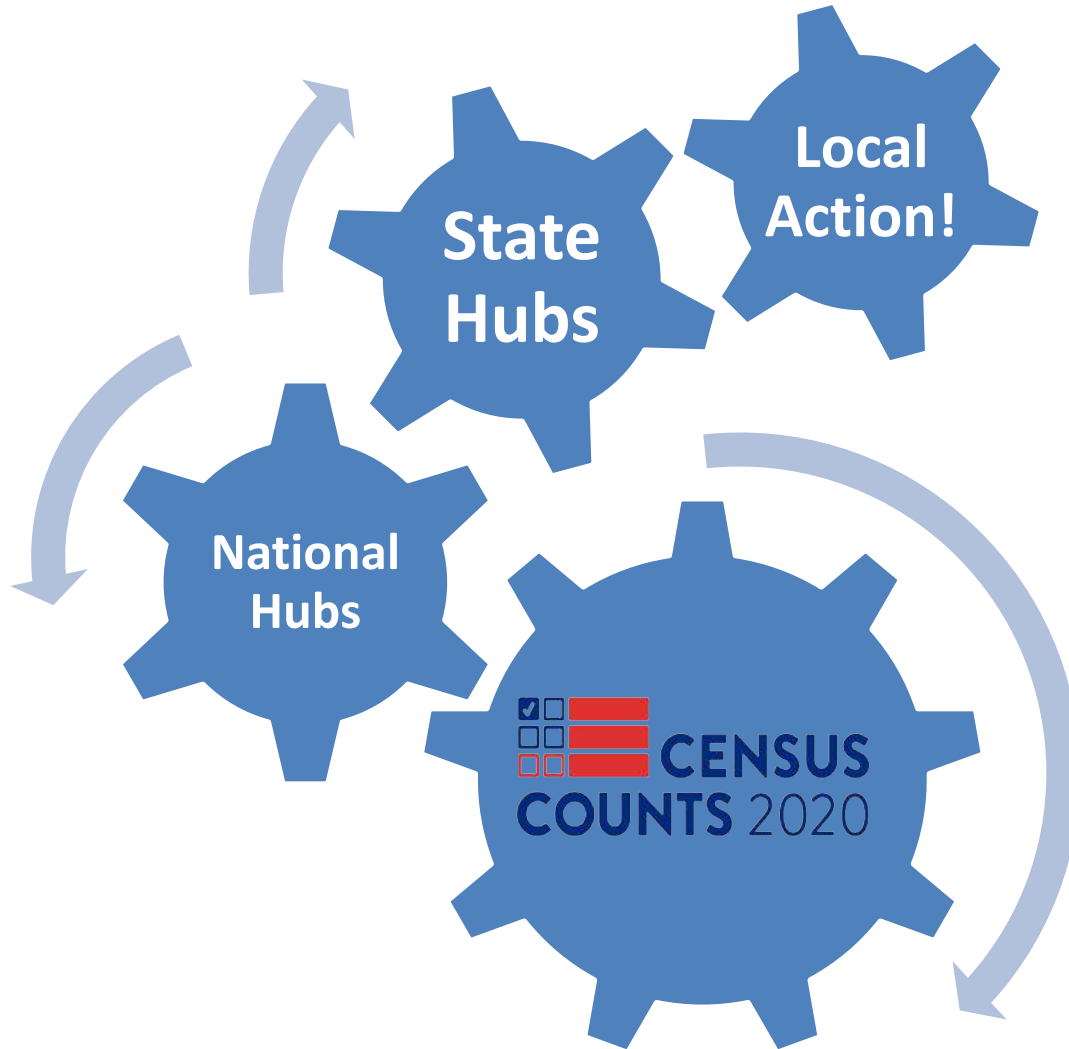
See examples and get printable materials to support your census outreach efforts.

# Census Counts 2020





# Census Counts 2020



# 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](http://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 – Norma Gallegos
- CA – Tony McAnelly
- FL – Faith Pullen
- GA – Lorraine Daniels
- MA – Joe Diamond
- NY – Jackie Orr
- OH – Cheryl Grice
- PA – Jen Wintermyer
- TX – Laura Ponce

# 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](http://www.CommunityActionPartnership.com/Census-2020)

# 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

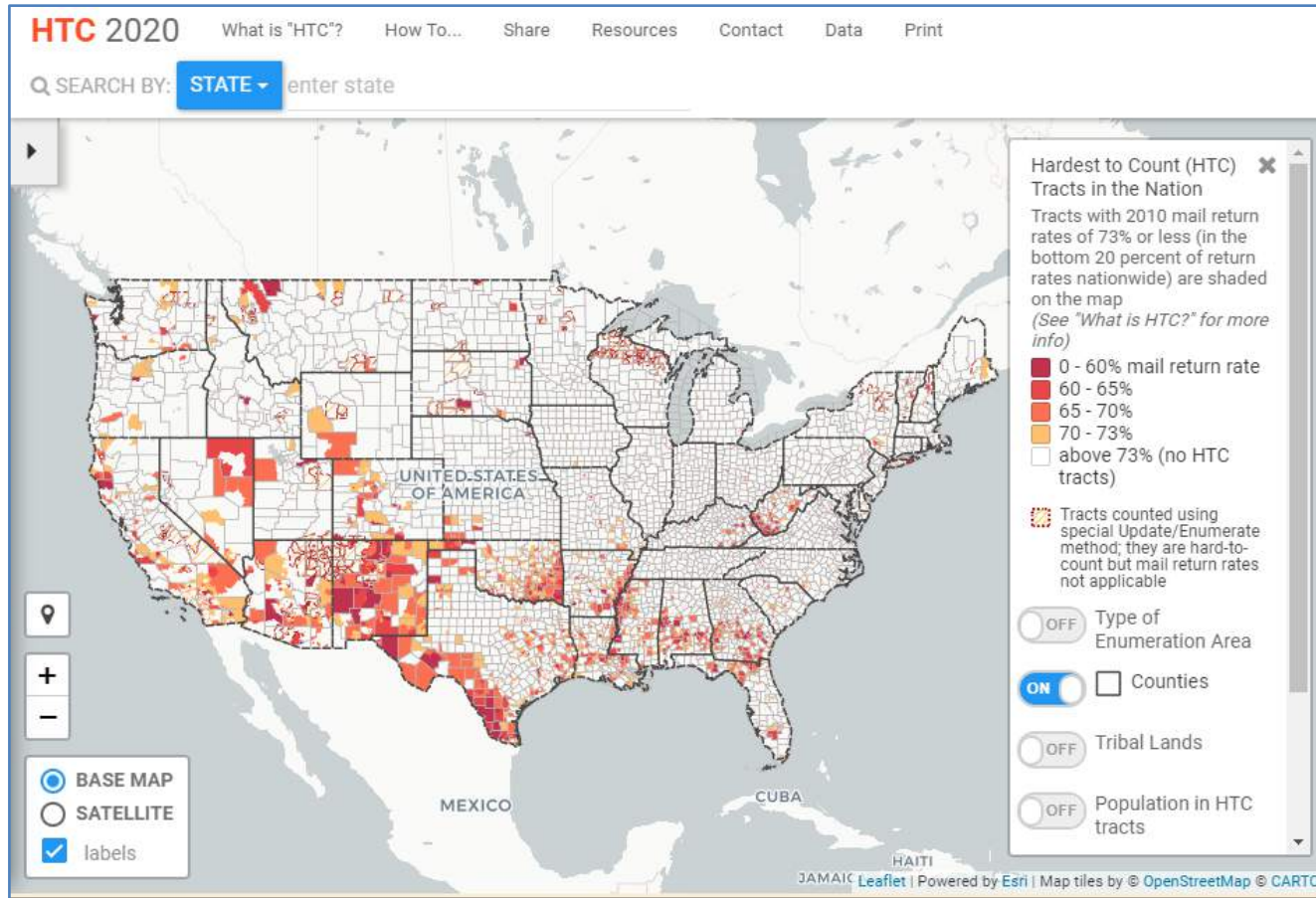
# Community Action Counts

## 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?

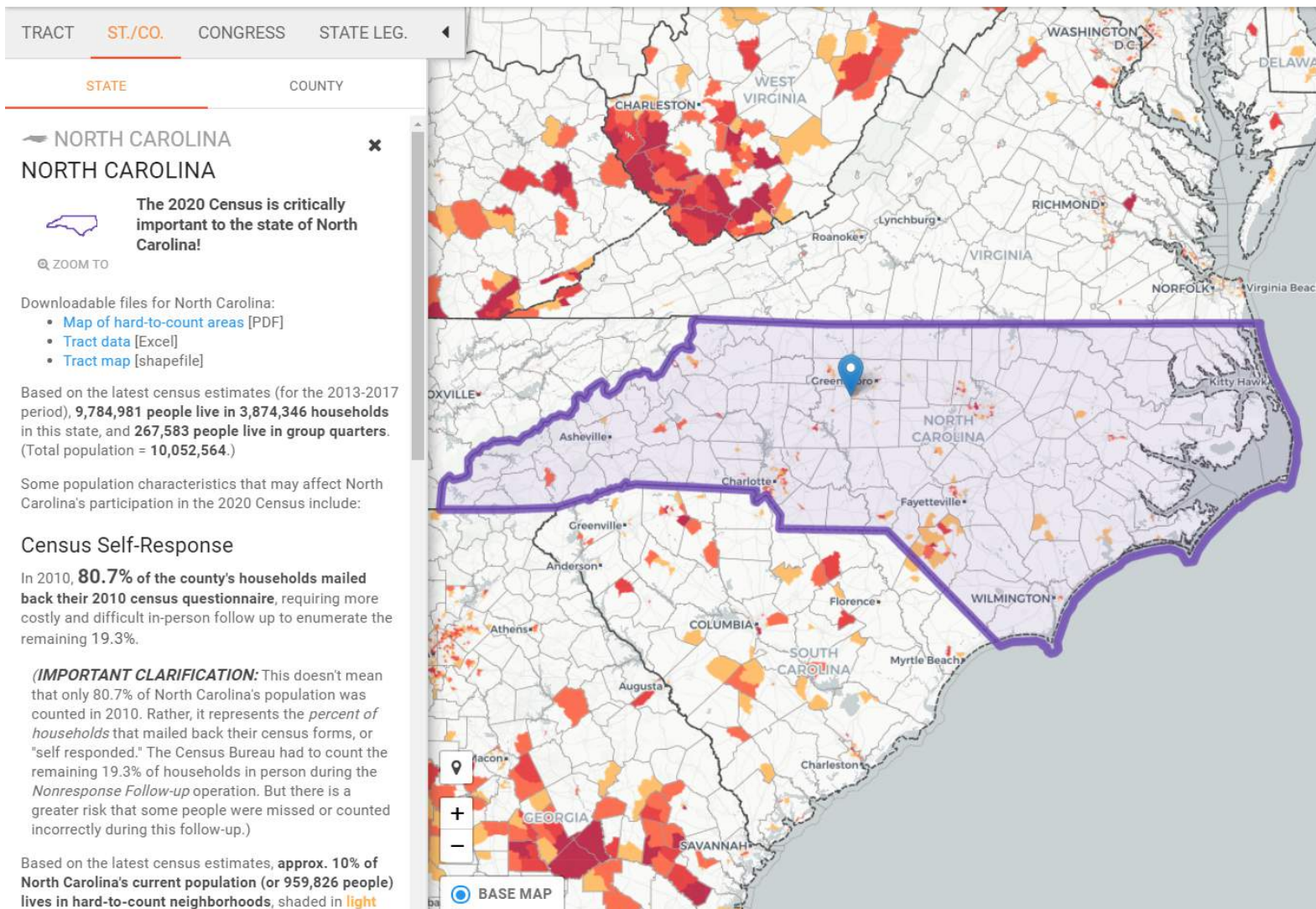


# Finding The Hard To Count



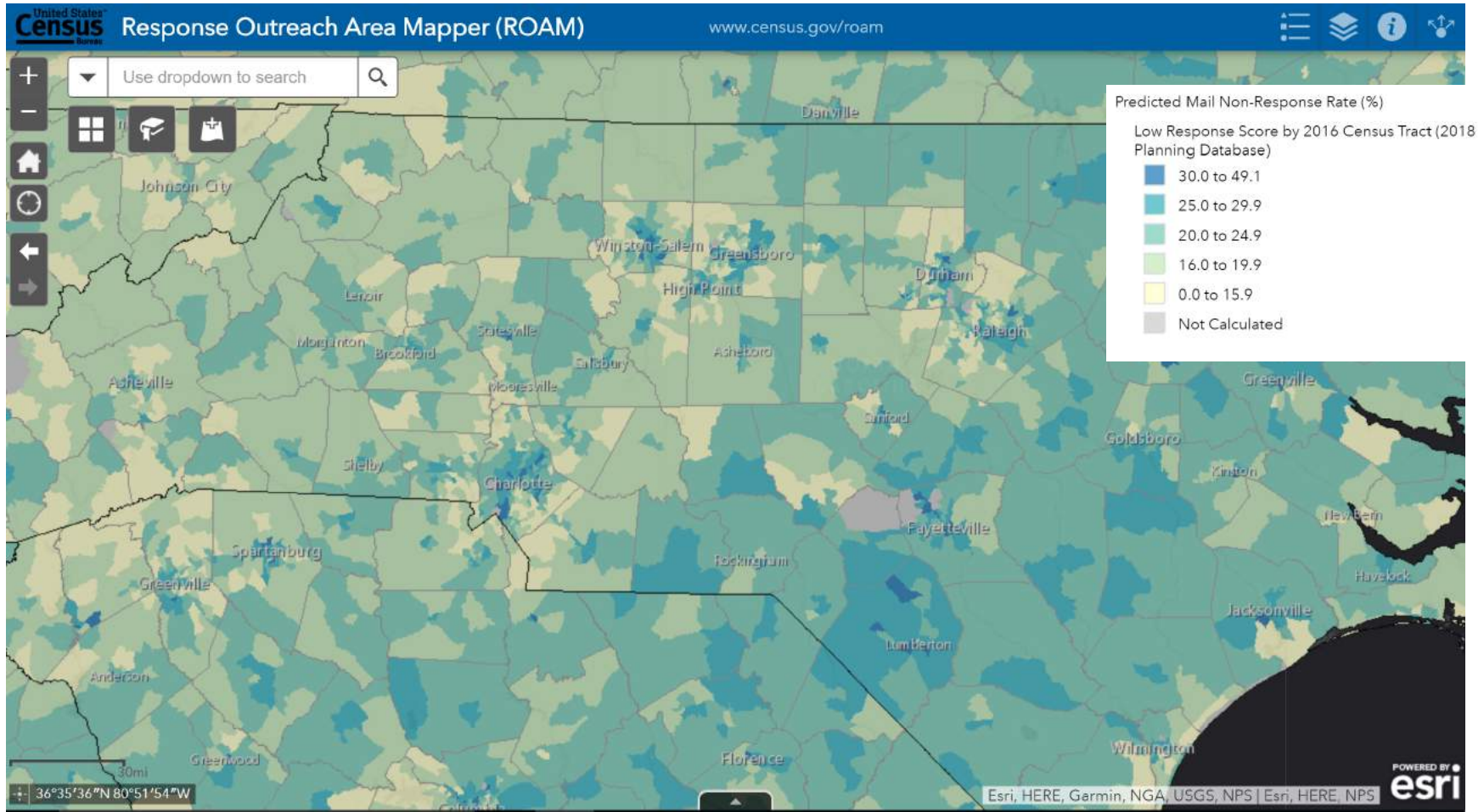
[www.CensusHardToCountMaps2020.us](http://www.CensusHardToCountMaps2020.us)

# Finding The Hard To Count -- State Map





# 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

# Network, Partner, Connect



MAKE NC  
COUNT  
CENSUS 2020

[Home](#) [Census 101](#) [Complete Count Committees](#) [▼](#) [Contacts](#)



[Data and Visualizations](#) [Resource Library](#)

## North Carolina 2020 Census

### Make NC Count



The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:


- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.









# Network, Partner, Connect

ABOUT US ABOUT THE CENSUS RESOURCES GET INVOLVED UPDATES CONTACT US  

 **NC COUNTS COALITION**  
2020 CENSUS

## Counting Down to Census Day: April 1, 2020

This website provides information and updates on the Census to assist communities in planning for a complete and accurate 2020 Census count in North Carolina.

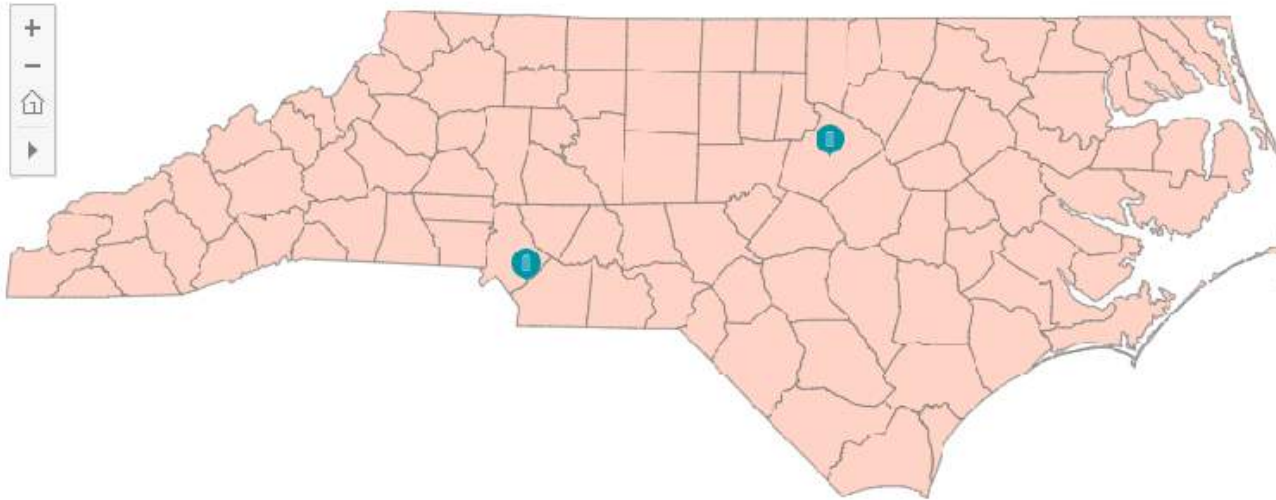
 <b>ABOUT THE CENSUS</b>	 <b>TIMELINE</b>
 <b>RESOURCES</b>	 <b>HARD TO COUNT COMMUNITY INTERACTIVE MAP</b>

# Recruit to Fill Census Jobs

// 2020CENSUS.GOV / 2020 Census Jobs / Locations / Area Census Office Locations and Pay Rates in North Carolina

## Area Census Office Locations and Pay Rates in North Carolina

If you are unable to access this map, an alternate text version of this information is available [here](#).



### Area Census Offices

Charlotte Area Census Office	\$16.00 - \$20.00
	Now Open
	980-771-6200
Raleigh Area Census Office	\$14.00 - \$17.50
	Now Open
	984-389-4111

The pay range above represents the range of pay rates for both office and census taker positions. Census takers also receive reimbursement for work-related mileage and expenses, where applicable.

# 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
  - Various HTC groups respond to different messaging
- Incorporate Census into existing contact with clients
- Empower staff – As service providers, they 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?
  - ✓ Only if you do not complete the form online or through mail.
    - You will get a letter in the mail, with instructions on how and when to complete the Census
    - If not completed by the due date, a staff member will come to your home, but they do not enter
    - Census Bureau staff who have access to personal information are sworn for 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?
  - ✓ No.
    - As a CAA staff member, you CAN help a client get online and pull up the proper form.
    - 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

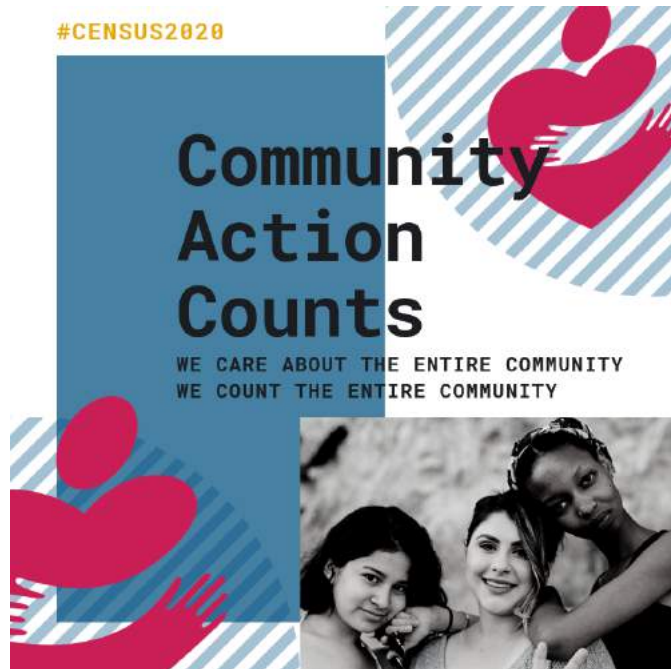


# Train Your Staff – Legalities and FAQs

*Other Concerns and Questions*

???

# Engage With Social Media

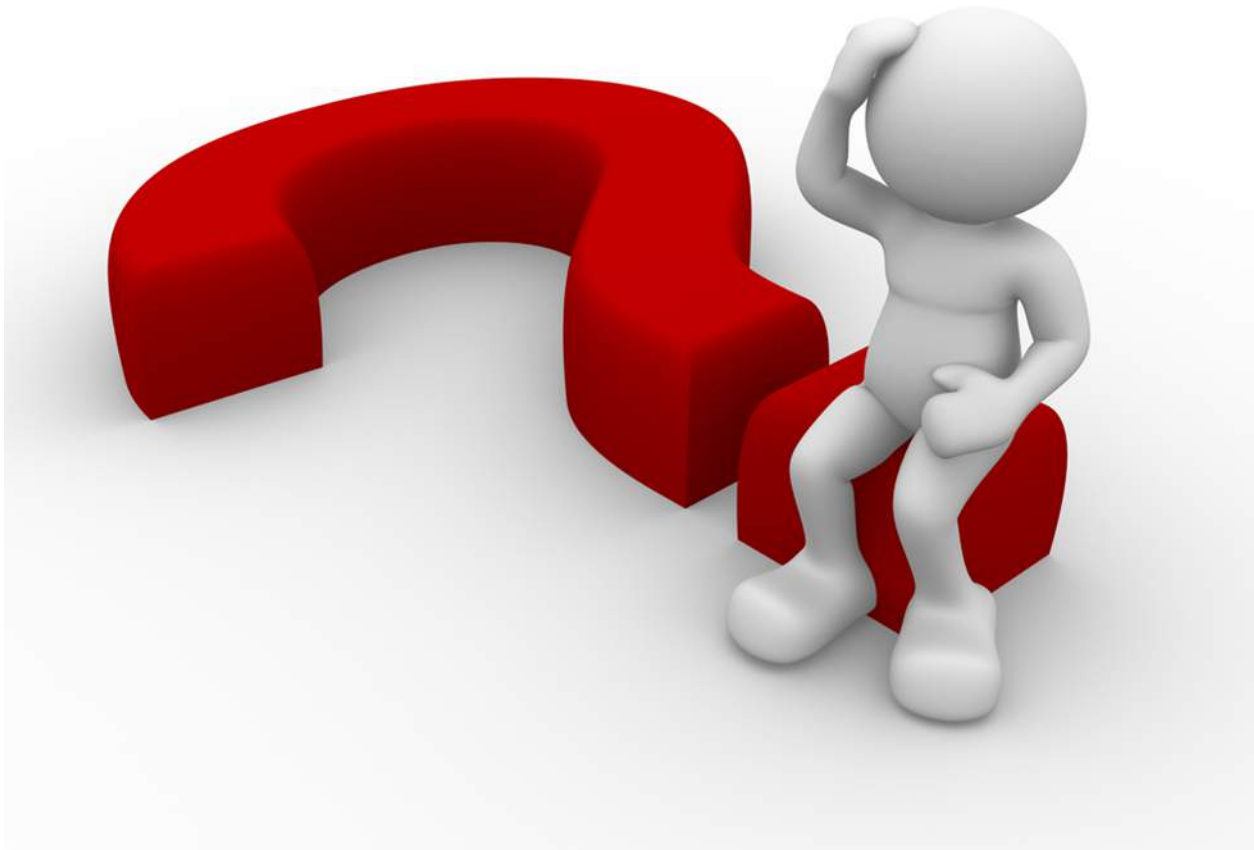


- Follow us on Twitter and Instagram: @CAPartnership
- Sign-up for our Census newsletter for resources, trainings, and Census news
- Join our Facebook group to engage with CAA staff across the network

# Action Steps

- ✓ Become a Census Bureau Partner, contact Regional Office
- ✓ Join or Form a Complete Count Committee
- ✓ Recruit to fill Census Jobs in your Community
- ✓ Find out who is Hard-To-Count in your Community
- ✓ Train your staff how to encourage Census participation

# Questions



# Contact Us

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# Subject Matter Experts

## Center for Community Futures



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