Census 2020: Why your help is essential

READYKIDSA
FEBRUARY 15, 2019

JEREMY PYNE, MPA
SENIOR PROGRAM MANAGER, CI:NOW
Improved lives and decreased disparities through democratized data

• Community Information Now (CI:NOW)
  • Nonprofit local data intermediary
  • Housed at UTHealth School of Public Health in San Antonio
  • National Neighborhood Indicators Partnership (NNIP)
  • Alamo Regional Data Alliance (ARDA)

• Some ways we help
  • Open up access to timely, relevant, and neutral data
  • Assess and monitor community conditions
  • Help people understand and use data
  • Help define indicators and outcomes/results
  • Bring others together to use data to improve quality of life
  • Manage the Children’s Impact Council Dashboard
Census 2020 Presentation Agenda

• Why getting a complete count matters
• Barriers to Census participation
• What populations are considered hard to count
• Your organizations involvement
Menti.com

The Census is used to determine:  
[check all that are true]

• the locations of people with felony convictions
• each state's representation in Congress
• how much people owe in property taxes
• how much federal money communities get
Which of the following statements is true? [check all that are true]

• Law says the Census Bureau must keep all information confidential.

• Census 2020 asks about household income and costs.

• Everyone is required by law to respond to the Census.

• My organization is definitely going to help with outreach.
About the Decennial Census

• Mandated by the Constitution

• 10 questions asked to every resident in the U.S.
  • Age, sex, Hispanic origin, race, relationship to householder, homeownership status and – pending legal challenges - citizenship status

• Census is confidential
  • The Bureau cannot share personal responses with anyone outside of the agency
  • Census Bureau employees take an oath not reveal personal information
  • Violators are subject to prison time and up to $250k in fines
Why a Complete Census Count Matters

- Apportion each States number of House Members in Congress
  - Texas gained 4 house seats in 2010

- Redistricting of state legislative districts for state and local elections

- Draw congressional district boundaries

- Distribution of $675 billion in federal funds annually
  - Local State, county and community programs

- Helps us to understand our own communities and make data driven decisions
The Census Affects Your Community

- Texas Received $48 billion in 2018 based on 2010 Census counts

  Counting for Dollars: https://gwipp.gwu.edu/sites/g/files/zoaxzs2181/f/downloads/IPP-1819-3%20CountingforDollars_TX.pdf

- What it Affects in San Antonio
  - Health – Medicaid and CHIP
  - Child Services - CCDF
  - Transportation – Highway funding
  - Food and Nutrition - SNAP
  - Housing – Housing vouchers and subsidies
  - Education – Headstart
  - Job Creation and Economic Investments
Major Barriers to Census Participation

Only 7 in 10 of Americans said they were likely to respond
Major Barriers to Census Participation

- Apathy & Efficacy
- Concerns about data confidentiality & privacy
- Fear of Repercussions
- Distrust in Government

Source: 2020 Census Barriers, Attitudes, and Motivators Study
Major Barriers to Census Participation

- Does not use to Locate People: 53%
- Don’t Know: 37%
- Does: 10%

Source: 2020 Census Barriers, Attitudes, and Motivators Study

- 28% were “extremely concerned” or “very concerned” that the Census Bureau would not keep their answers confidential.
- 59% said they did not trust the federal government.

10% mistakenly think that the census is used to locate people living in the country without documentation.
Potential New Issues for 2020

• 2020 Election Campaigns
• Citizenship Question
• Media Environment
• Internet Response Format
2020 Census Barriers, Attitudes, and Motivators

**Knowledge Gaps**
- There is a general lack of knowledge about the census’ scope, purpose, and constitutional foundation

**Barriers**
- Apathy and lack of efficacy
- Privacy concerns
- Fear of repercussions
- Distrust of government

**Motivators**
- Funding for community needs is the most influential motivator across audiences
  - Services such as hospitals, fire departments, and schools are important to many respondents
- Connecting census participation to support for local communities addresses apathy and lack of efficacy
- Informing the public on the census’ scope, purpose, and process addresses privacy and confidentiality concerns and fear of repercussions
- Engaging trusted voices addresses trust-based concerns, especially among the most skeptical and disaffected
Populations Considered Hard to Count

• Living in areas with low Census 2010 mail response rates

• Area Demographics
  • People of color
  • Limited English and immigrant populations
  • Families with children and single-parent households

• Socio-Economic Factors
  • Lack of easy broadband internet access
  • Low incomes/ high poverty
  • Unemployment

• Housing
  • Renter occupied and crowded housing units
  • Multi-family housing
  • Frequent movers

• Low voter turnout
## Populations Considered Hard to Count

<table>
<thead>
<tr>
<th></th>
<th>San Antonio</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>% People of Color</td>
<td>75.1% +/-0.8</td>
<td>39.4%</td>
</tr>
<tr>
<td>% Speak English Less than “Very Well”</td>
<td>12.0% +/-0.8</td>
<td>8.5% +/-0.1</td>
</tr>
<tr>
<td>% Families with Children</td>
<td>50.0% +/-1.6</td>
<td>46.4% +/-0.8</td>
</tr>
<tr>
<td>% Single Parent households</td>
<td>20.4% +/-1.3</td>
<td>16.0% +/-0.7</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>San Antonio</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Lack of easy broadband internet access</td>
<td>20.3% +/-1.0</td>
<td>16.5% +/-0.8</td>
</tr>
<tr>
<td>% Poverty</td>
<td>17.3% +/-1.1</td>
<td>13.4% +/-0.1</td>
</tr>
<tr>
<td>% Unemployment</td>
<td>5.0% +/-0.5</td>
<td>5.3% +/-0.1</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th>San Antonio</th>
<th>U.S.</th>
</tr>
</thead>
<tbody>
<tr>
<td>% Renter Occupied Housing</td>
<td>45.2% +/-1.1</td>
<td>36.1% +/-0.1</td>
</tr>
<tr>
<td>% Two or more per Room</td>
<td>4.5% +/-0.6</td>
<td>3.4% +/-0.3</td>
</tr>
<tr>
<td>% Lived somewhere else in the past year</td>
<td>13.9% +/-0.5</td>
<td>13.5% +/-0.6</td>
</tr>
</tbody>
</table>

- **Bexar County Census 2010 mail return rate:** 76.1% (U.S. 79.3%)
- **Voter Turnout November 2018:** 50%
  - Up from 32% in 2014

Sources:
- ACS 2017 1-year estimates
Populations Considered Hard to Count

Bexar **Hard to Count**
Rates by Tract

2018

Sources:
Census 2018 Planning Database
Populations Considered Hard to Count

Bexar **Broadband Subscriptions** by Tract

2017

Sources:
ACS 2017 5-Year Estimates
Populations Considered Hard to Count

Bexar Voter Turnout by Precinct

November 2018

Sources:
https://www.bexar.org/DocumentCenter/View
Local Organizations Are Essential

- Knowledge of your communities
- Aware of changes/challenges
- Priority issues and concerns
- Key players

Those who are representing and helping the Hispanic communities [would assure me my information is safe]...Those who are independent, who support all the Hispanics. Those who are now helping [with] DACA and all those young people.” — Spanish (U.S. Mainland)

Most definitely [my church would assure me if I had concerns about filling out the census form].” — Rural

Somebody raised in the city, knows the hardships, and something like that, not somebody that just got elected to be somebody.” — Black or African American
How can you help?

• Trusted voice to facilitate participation
  • Training staff to provide accurate information to your communities
  • Assuring that participation is safe

• Start to prepare your community
  • Distribute info/flyers
  • Encourage self-response
  • Urge householders to cooperate with census takers
  • Thanks to community for their participation

• Serve on/assist subcommittee of local Complete Count Committee

• Get involved on Census day
  • Hold a participation event/ party
Key Dates

The hiring process has started:

- Now – March 2019 – Local Office staff hiring
- April 2019 – Start hiring process of canvassers and enumerators

What the Census will send in the mail:

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census.</td>
</tr>
<tr>
<td></td>
<td>(Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>If you haven’t</td>
<td></td>
</tr>
<tr>
<td>responded yet:</td>
<td></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

After April:

- May through July 2020 - Non-Response door to door follow-ups
- August through December 2020 Quality Evaluation
Menti.com

How likely is your organization/business to: [slide dot to show response]

- Circulate Census job openings to the families we work with
- Distribute info + reminders via events, mailers, waiting rooms
- Host internet station/kiosk for our clients to respond online
- Get our staff trained to answer families’ basic questions
- Host a Census party for our clients or neighbors
- Serve on/assist subcommittee of Complete Count Committee
Online Resources

• www.cinow.info/census2020
  • Census Related Links
  • Federal Funding Tool - (Coming soon!)
  • Hard to Count Interactive Map for Bexar County - (Coming soon!)

• National Mapping Sites
  • CUNY Center Mail response map: https://www.censushardtountcountmaps2020.us/
  • Census Response Outreach Area Map (ROAM)
You’re doing the hard work of changing our community for the better. How can we help you?

Jeremy.D.Pyne@uth.tmc.edu
210.276.9043
http://cinow.info/newsletter-signup/