

Census 2020: Why your help is essential

READYKIDSA

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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

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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

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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

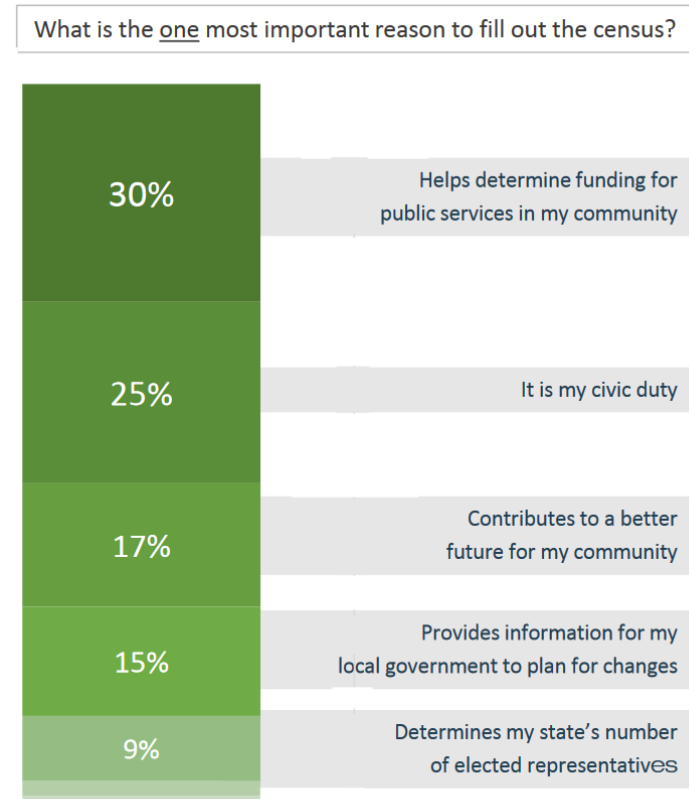
- Apportion each States number of House Members in Congress
 - Texas gained 4 house seats in 2010
- Redistricting of state legislative districts for state and local elections
- Draw congressional district boundaries
- Distribution of \$675 billion in federal funds annually
 - Local State, county and 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/zaxdzs2181/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



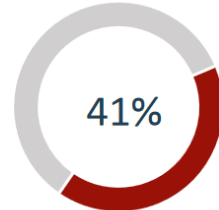
Fear of
Repercussions



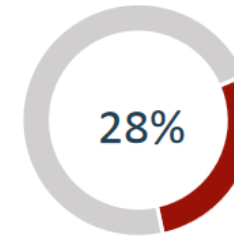
Distrust in Government

Source: 2020 Census Barriers, Attitudes, and Motivators Study

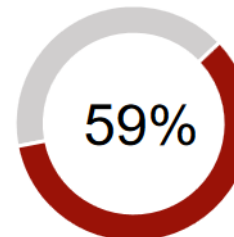
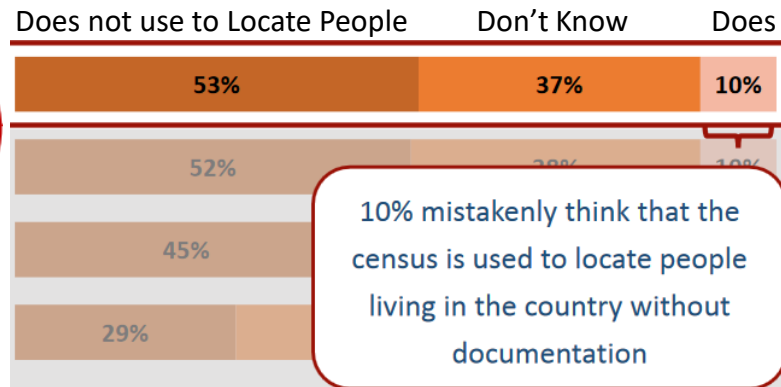
Major Barriers to Census Participation



said it only matters “a moderate amount,” “a little,” or “not at all” if they are personally counted in the census.



were “extremely concerned” or “very concerned” that the Census Bureau would not keep their answers confidential.



said they did not trust the federal government

Source: 2020 Census Barriers, Attitudes, and Motivators Study

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

TeamY&R

United States
Census
2020

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

	San Antonio	U.S.
% People of Color	75.1% +/-0.8	39.4%
% Speak English Less than "Very Well"	12.0% +/-0.8	8.5% +/-0.1
% Families with Children	50.0% +/-1.6	46.4% +/-0.08
% Single Parent households	20.4% +/-1.3	16.0% +/-0.07

	San Antonio	U.S.
% Lack of easy broadband internet access	20.3% +/-1.0	16.5% +/-0.08
% Poverty	17.3% +/-1.1	13.4% +/-0.1
% Unemployment	5.0% +/-0.5	5.3% +/-0.01

	San Antonio	U.S.
% Renter Occupied Housing	45.2% +/-1.1	36.1% +/-0.01
% Two or more per Room	4.5% +/-0.06	3.4% +/-0.3
% Lived somewhere else in the past year	13.9% +/-0.5	13.5% +/-0.06

- 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

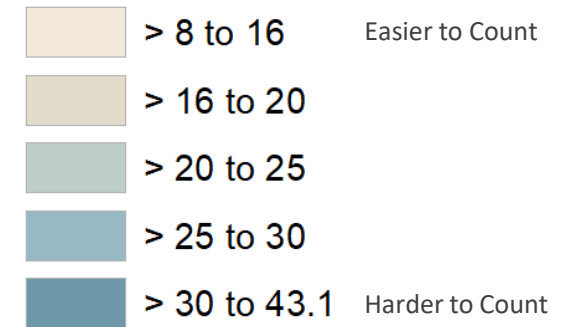
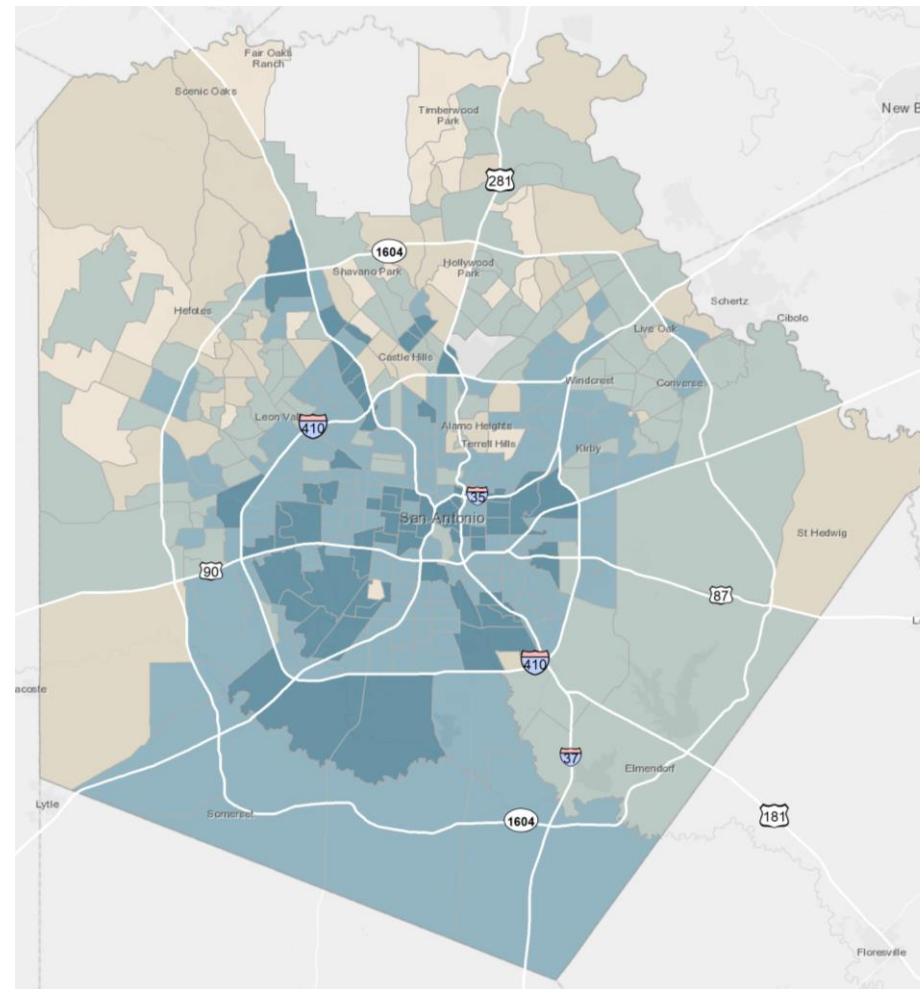
<https://www.bexar.org/DocumentCenter/View/11654/May-6-2017-Election-Totals-Report>

https://www.census.gov/2010census/pdf/2010_Census_Mail_Response_Return_Rates_Assessment.pdf

Populations Considered Hard to Count

Bexar Hard to Count Rates by Tract

2018

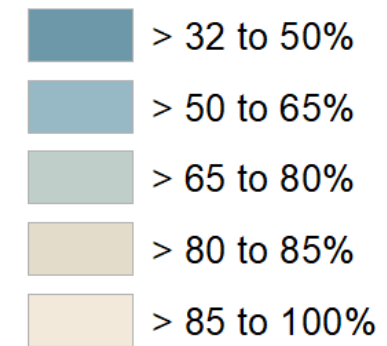
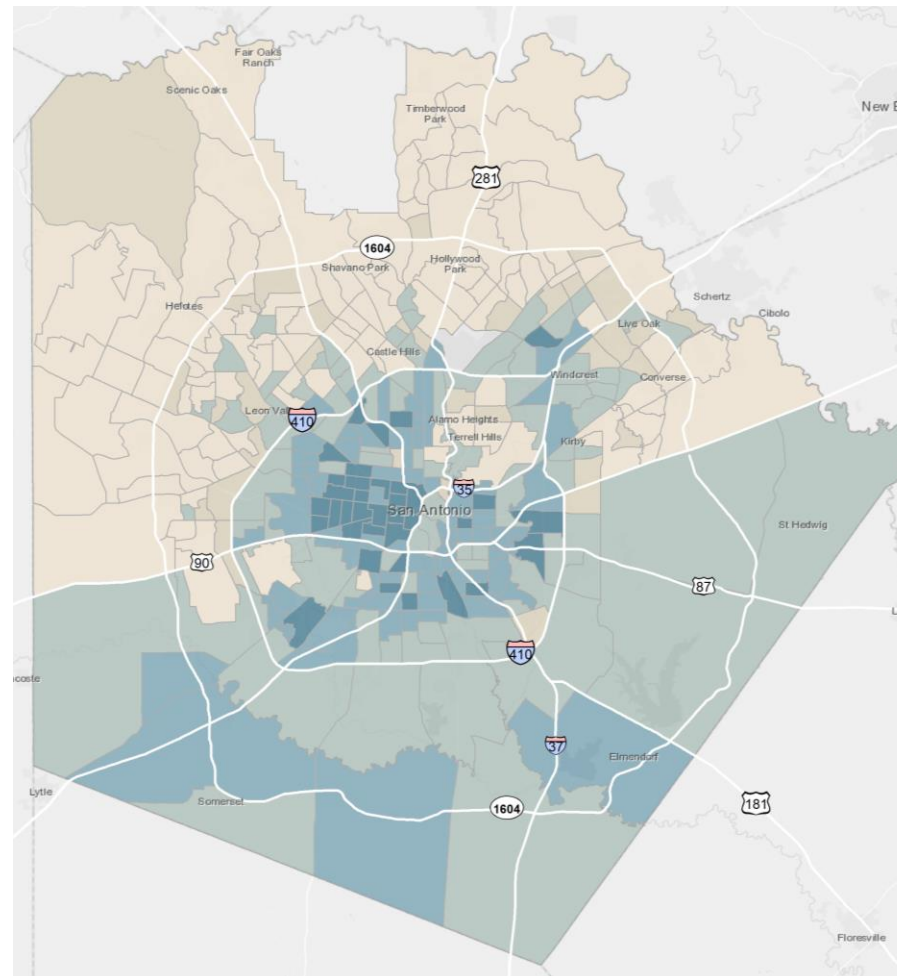


Sources:

Census 2018 Planning Database

Populations Considered Hard to Count

Bexar Broadband Subscriptions by Tract 2017



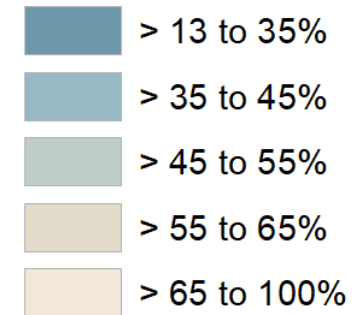
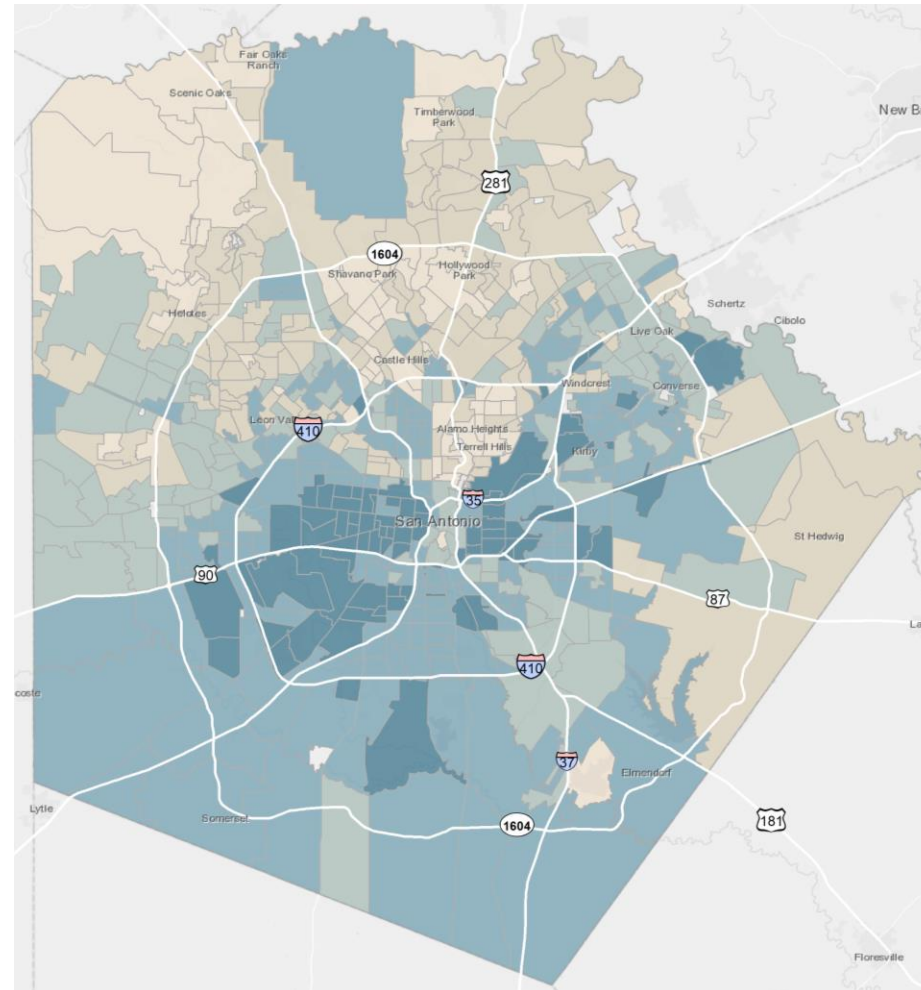
Sources:

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

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Census
2020

“
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:

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

After April:

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

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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

Not at
All Likely



Very
Likely

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.censushardtcountmaps2020.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?

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<http://cinow.info/newsletter-signup/>