Count Me In: Preparing for the 2020 Census So Everyone Counts

Carl Miller, PMP, AICP CTP – Principal Planner
Why is the 2020 Census important?

What is new with the 2020 Census?

What are the tools to help 2020 Census outreach?
Why is the 2020 Census Important?
Money

 NFL

 $80.7 Billion
 Forbes 2017

 NBA

 $49.6 Billion
 Forbes 2018

 MLB

 $49.4 Billion
 Forbes 2018

 $180 B Total
Money

Annual Value

- NFL: 80.7
- NBA: 49.6
- MLB: 49.4
- NFL, NBA, MLB Combined: 179.7
- Census Distributions: 675.0

Source: “Uses of Census Bureau Data in Federal Funds Distribution” (2015)
Great Lakes to lose 7 House Seats

Sunbelt to gain 7 House Seats
Lost Roomba (seriously)

I left the front door open and my beloved Roomba escaped. He goes by the name "Steve" but probably won't respond because he is... "leafy." 😊

Free · FREE checker piece
Found this lone piece while cleaning. Anyone need it?

Dog wearing a shoe
Today I saw a dog walking down the street with a shoe on, I'm extremely curious on how this happened. Maybe a criminal was hiding his shoe on the dog? Maybe some sort of new trick dogs have learned. Please let me know what you think, scared me a bit 😅

31 replies · 22h ago
What is new with the 2020 Census?
Internet-based Census
New Census Question

1. Age: “What is this person’s age and what is this person’s date of birth?”

2. Citizenship: “Is this person a citizen of the United States?”

3. Hispanic Origin: “Is this person of Hispanic, Latino, or Spanish origin?”

4. Race: “What is this person’s race?”

5. Relationship: “How is this person related to Person 1?”

6. Sex: “What is this person’s sex?”

7. Tenure: “Is this house, apartment, or mobile home...”

Source:
12 languages: Internet Self-Response and Census Questionnaire Assistance for non-English languages

59 Languages: Identification Cards for non-English languages
Traditional Challenges
New Challenges
Idaho Challenges

Police: Idaho man fired gun near census worker

Police: Idaho man fired gun near census worker
What are the tools to help 2020 Census outreach?
Census 2020 Sources


Response Outreach Area Mapper (ROAM): https://www.census.gov/roam


Audience Outreach Toolkit: https://www.census.gov/partners/toolkits.html


Response Outreach Area Mapper (ROAM)
Race (Non-Hispanic) in Ada County, Idaho: 2012-2016

<table>
<thead>
<tr>
<th>Race</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>White alone</td>
<td>85.5%</td>
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<tr>
<td>Black or African American</td>
<td>1.2%</td>
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<tr>
<td>American Indian and Alaska</td>
<td>0.4%</td>
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<tr>
<td>Native Hawaiian and Pacific</td>
<td>2.4%</td>
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<tr>
<td>Some Other Race alone</td>
<td>0.1%</td>
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<tr>
<td>Two or more races</td>
<td>2.5%</td>
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Hispanic and Latin Origin

<table>
<thead>
<tr>
<th>Hispanic and Latin Origin</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Spanish</td>
<td>8.6%</td>
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Language Spoken at Home (Population 5 years and over)

- English only: 75%
- Indo-European: 20%
- Spanish: 5%
- Other languages: 1%
“I don’t think the census has any impact on my life.”

WHO THIS MIGHT BE

This person has never been shown a clear connection between the census and its impact on their daily life or community.

MAKE IT ACTIONABLE

Create a visual that will stick
Because the census doesn’t feel important to this group, design an infographic or other visual aid that can help to connect the dots on how census data is used. Be careful not to make it overly complex—one strong example that someone will remember is better than an information overload they simply scan.

MAKE IT RELEVANT

Create a badge
Leverage local business owner networks to provide owners with a “census supporter” badge building awareness during the census response period and reinforcing the use of census data for economic development.

PLAN THE DELIVERY

Get someone local
Work with public servants such as firemen, police, and school teachers can demonstrate the importance of the census for benefits that people highly value.

Leverage existing touchpoints
Draw on existing interactions such as community newsletters or events that highlight the census’ connection to something the individual is familiar with.

Source: https://www.census.gov/partners/toolkits.html
Complete Count Committee

- Business Leaders
- Media
- Civic Groups
- Service Groups
- Public Schools
- Higher Education
- Faith-based
- Ethnic Minority
- Low-Income
- Immigrants
- Senior Citizens
- Veterans
COMPLETE COUNT COMMITTEE
## WHO TO COUNT AND HOW TO REACH THEM

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>BARRIERS</th>
<th>STRATEGIES</th>
<th>RESOURCES NEEDED (TIME OR $)</th>
<th>WHOSE HELP IS NEEDED?</th>
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<tbody>
<tr>
<td>Example 1: General population</td>
<td>Indifference, busy schedules</td>
<td>News coverage on the importance and ease of participating</td>
<td>Time - staff and community leaders</td>
<td>• My agency’s communication staff to generate coverage</td>
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<td>• Local media</td>
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<td>• Community leaders to interview</td>
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<td>Example 2: Seniors</td>
<td>Uncomfortable using the internet</td>
<td>Provide a Census help desk at the local senior center</td>
<td>Time - volunteers Financial - purchase ads in senior news publications promoting the opportunity for assistance</td>
<td>• Senior center staff</td>
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<td>• Volunteers who can staff the help desk and assist seniors</td>
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OUTREACH STRATEGIES

No community is homogenous. Different populations and different people have different interests, concerns, activities, motivations, and demands on their time. Outreach strategies for Census 2020 need to consider different needs and barriers to be effective.

A few ideas to overcome barriers and encourage participation in Census 2020 are listed below. Keep in mind this is not an exhaustive list – just ideas to get your creative juices flowing.

- Public service announcements on TV or radio
- Reminders in newspapers
- Email or text reminders
- Posters
- Mailers
- Meetings at gathering places for specific communities, such as Senior centers, places of worship, cultural centers, etc.
- Displays in public places - general or targeted at specific groups
- Endorsements from community leaders (general or population-specific)
- News coverage/editorials
- Social media
- Videos – online or elsewhere
- Booths at community events and/or public places
- Census FAQ/assistance hot line, email address, or “help desks”
- Door to door visits in Hard to Count neighborhoods
- Presentations, materials, or events at group quarters, such as dorms
- Census-specific celebrations and events, such as picnics or concerts
- Letters to the editor/opinion pieces from key community leaders
Background: Complete Count Committees are established by county and local governments, community leaders, and volunteers to increase awareness about the 2020 Census and to motivate residents in their communities to fill in and return their Census forms. Consider both the general populations, Hard to Count populations, as well as organizations that may help reach those groups. Organizations may better connect with Hard to Count populations if they have previously built trust, speak the same language, provide resources, or otherwise connect with the community in ways that the general population does not.