

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

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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



\$80.7 Billion  
Forbes 2017



\$49.6 Billion  
Forbes 2018

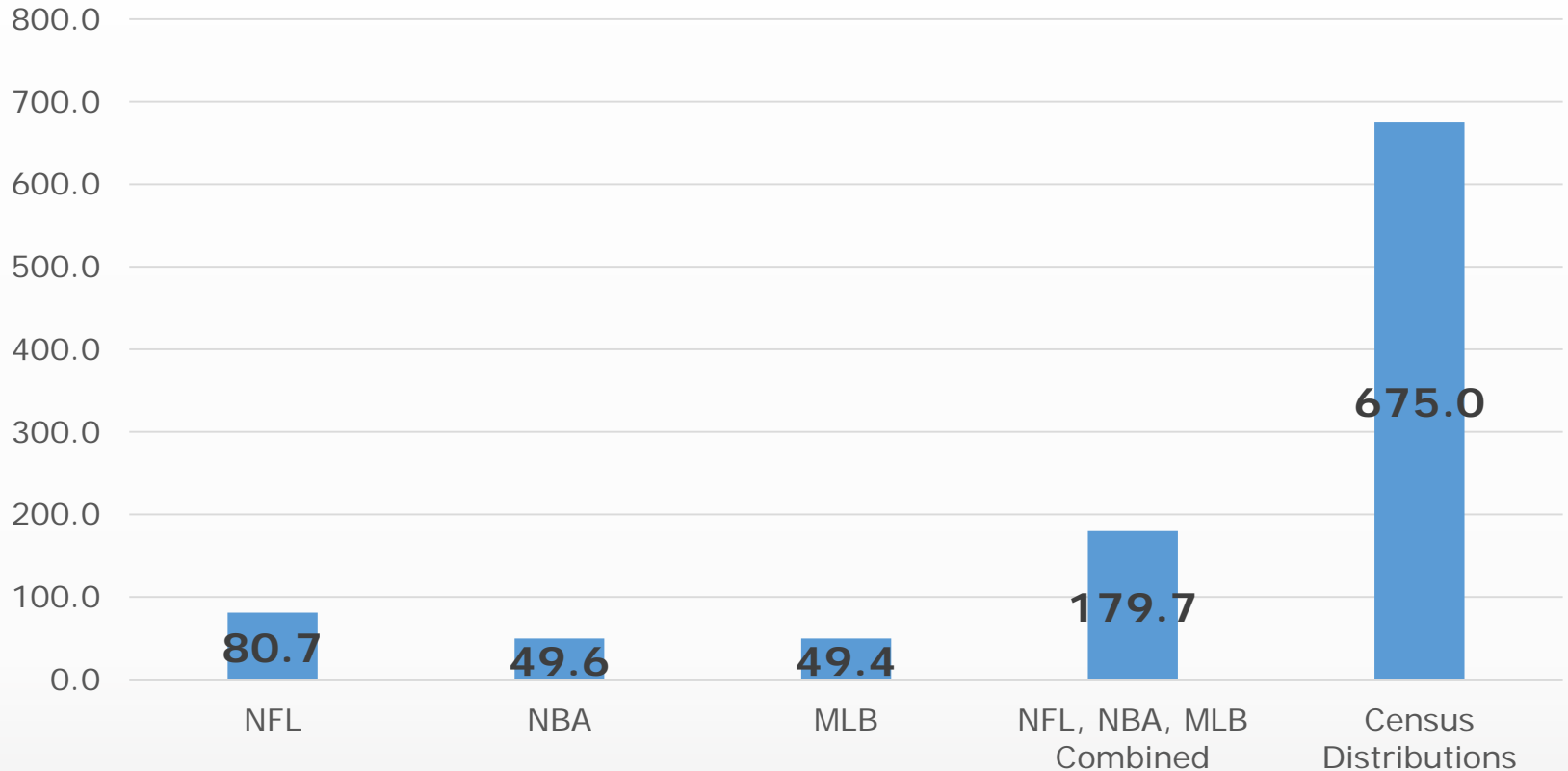


\$49.4 Billion  
Forbes 2018

\$180 B Total

# Money

## Annual Value

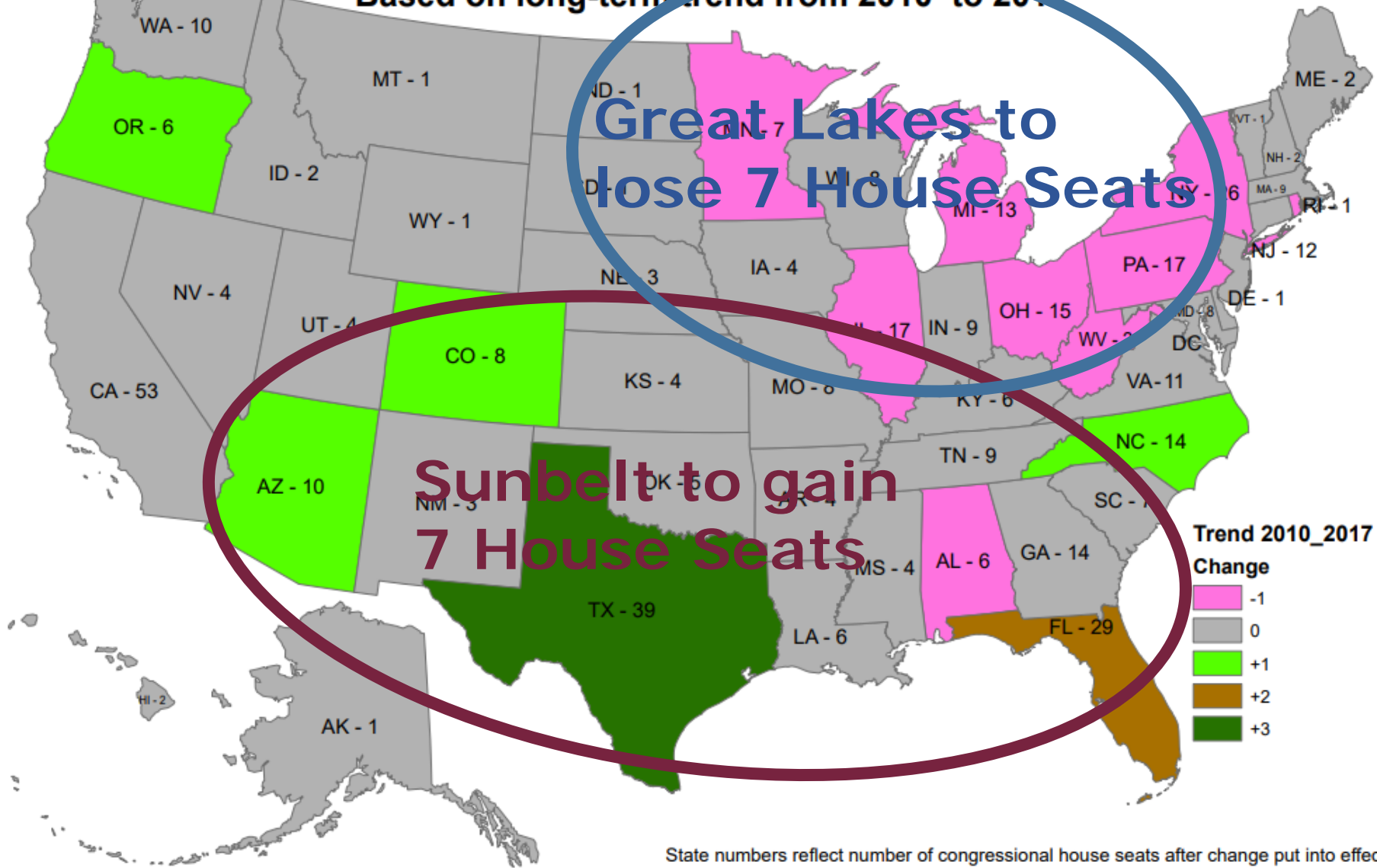


Source: "Uses of Census Bureau Data in Federal Funds Distribution" (2015)

# Anticipated Gains/Losses in Reapportionment

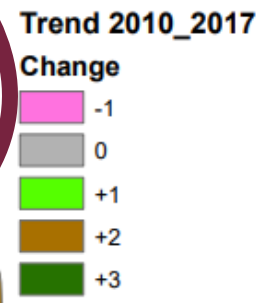
2020 Projections

Based on long-term trend from 2010 to 2017



Great Lakes to lose 7 House Seats

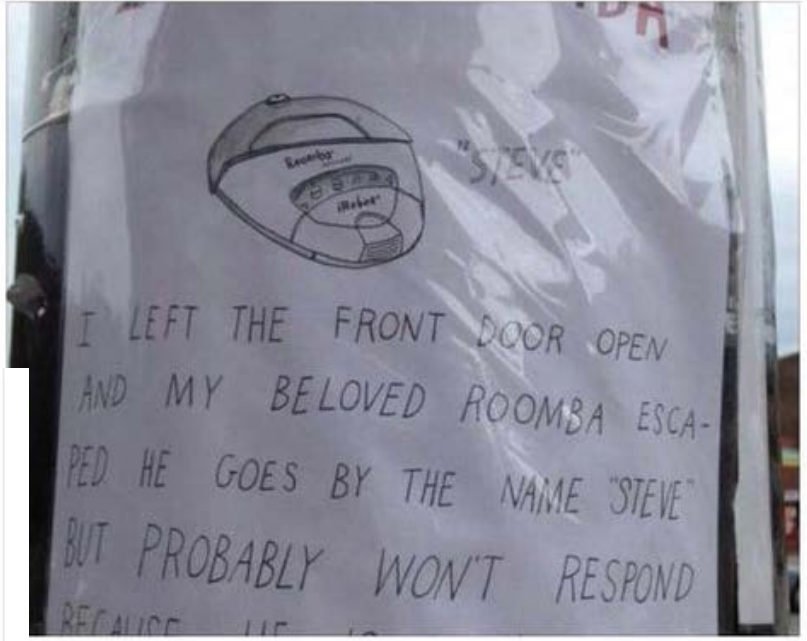
Sunbelt to gain 7 House Seats



State numbers reflect number of congressional house seats after change put into effect.



### Lost **Roomba** (seriously)



Paul [REDACTED] Waltherson

### 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?



# New Census Question

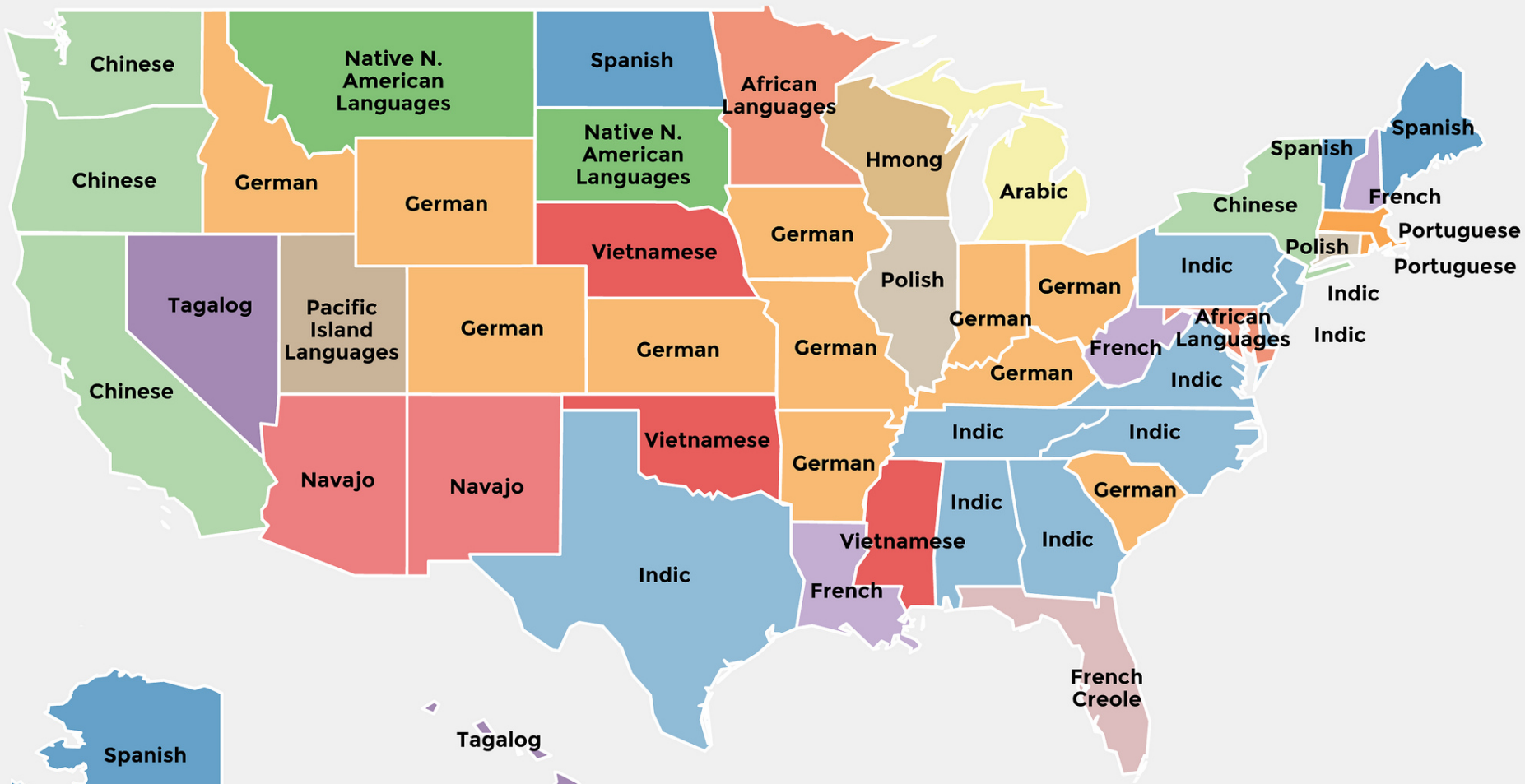
1. Age: "What is this person's age and what is this person's date of birth?"
2. **Citizenship: "Is this person a citizen of the United States?"**
3. Hispanic Origin: "Is this person of Hispanic, Latino, or Spanish origin?"
4. Race: "What is this person's race?"
5. Relationship: "How is this person related to Person 1?"
6. Sex: "What is this person's sex?"
7. Tenure: "Is this house, apartment, or mobile home..."

Source:

<https://www2.census.gov/library/publications/decennial/2020/operations/planned-questions-2020-acr.pdf>

# Languages

## THIRD MOST SPOKEN LANGUAGES

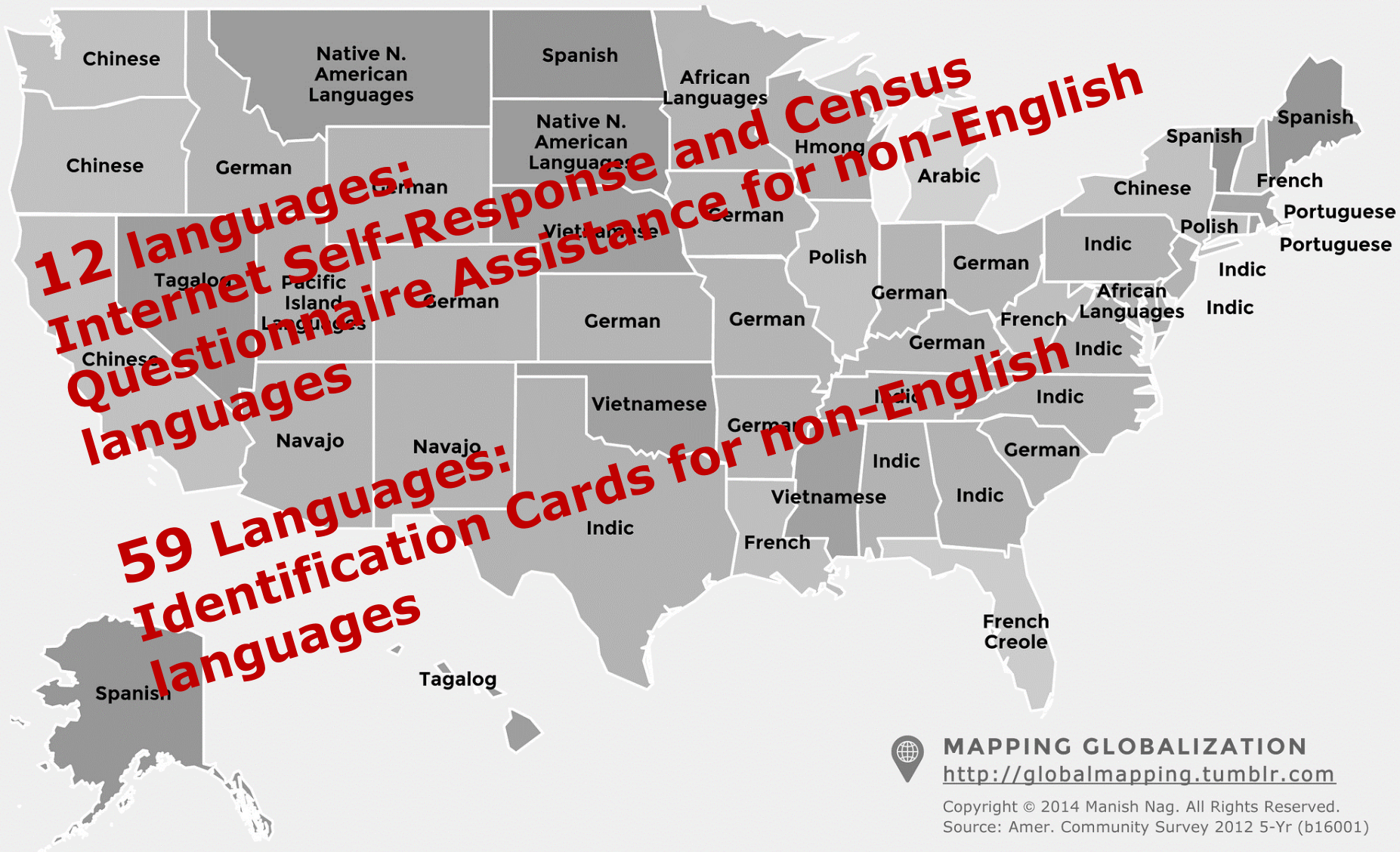


**MAPPING GLOBALIZATION**  
<http://globalmapping.tumblr.com>

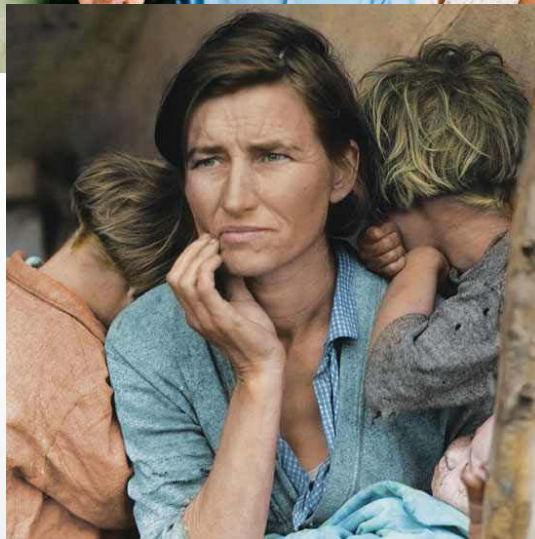
Copyright © 2014 Manish Nag. All Rights Reserved.  
Source: Amer. Community Survey 2012 5-Yr (b16001)

# Languages

## THIRD MOST SPOKEN LANGUAGES



# Traditional Challenges

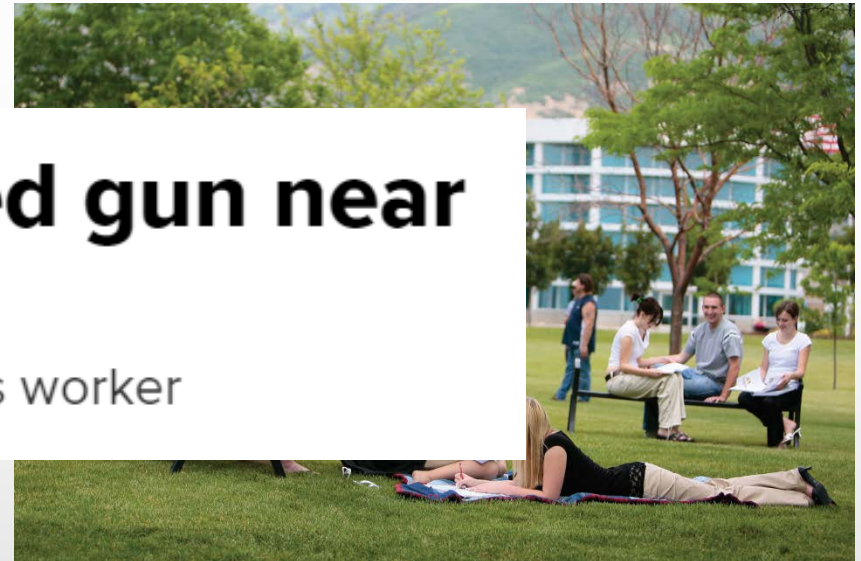


# New Challenges

*Sorry*  
**TESTING**  
**CANCELLED**



# Idaho Challenges



## Police: Idaho man fired gun near census worker

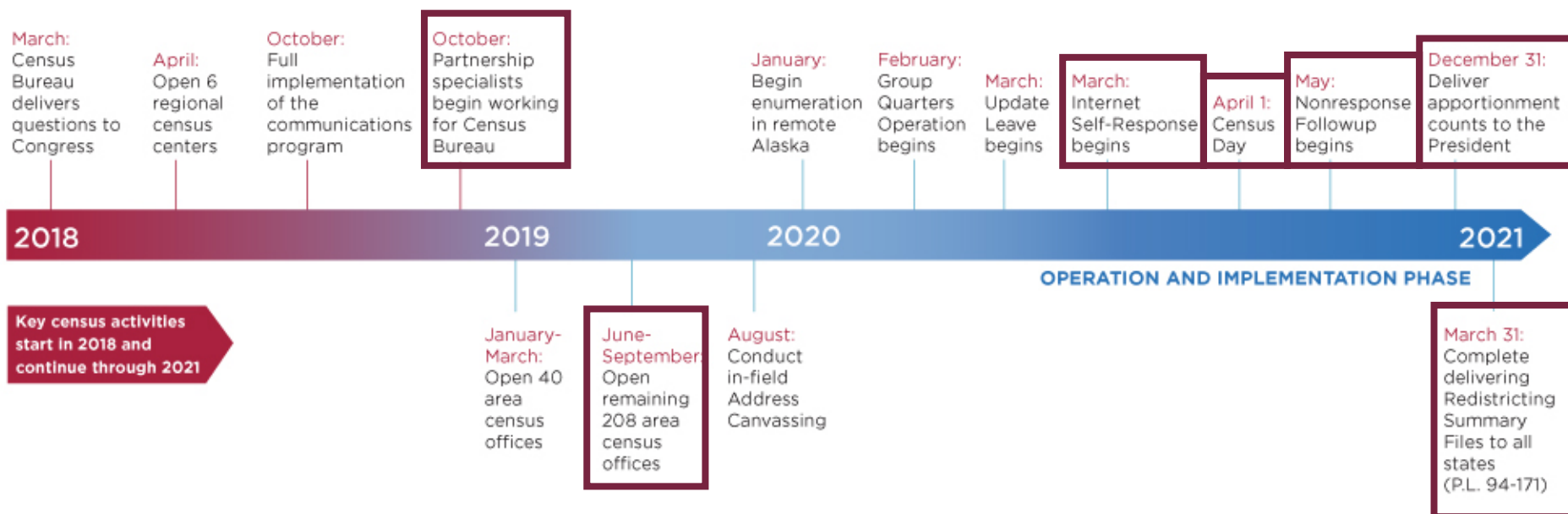
Police: Idaho man fired gun near census worker



What are the tools  
to help 2020 Census  
outreach?

# Road to the 2020 Census

## 2020 Census Operational Timeline



# Census 2020 Sources

Uses of Census Bureau Data in Federal Funds Distribution". <https://www.census.gov/library/working-papers/2017/decennial/census-data-federal-funds.html>

Questions Planned for the 2020 Census and American Community Survey. <https://www2.census.gov/library/publications/decennial/2020/operations/planned-questions-2020-ac.pdf>

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

Census Engagement Navigator: <https://www.census.gov/library/visualizations/interactive/engagement.html>

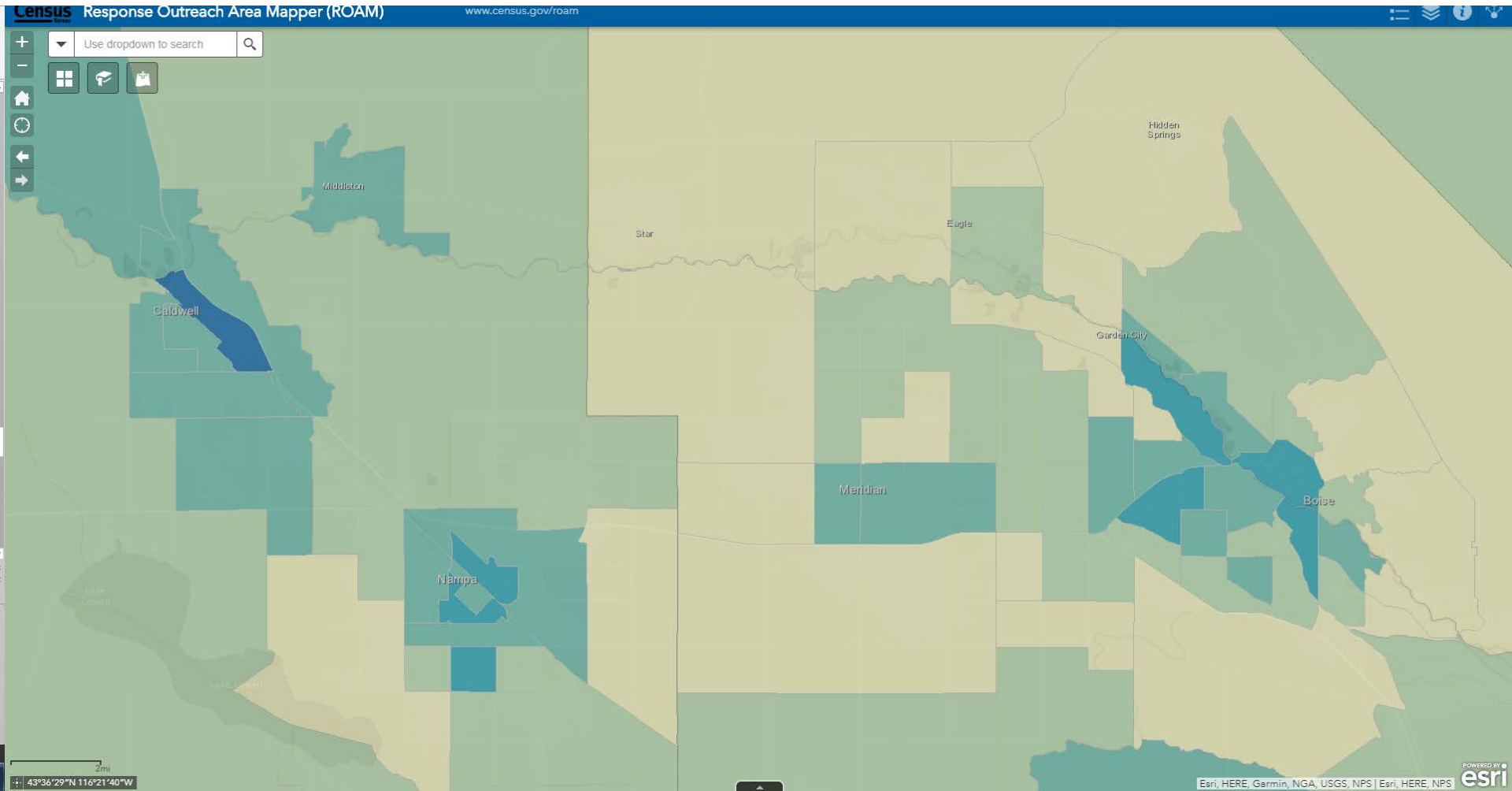
Audience Outreach Toolkit: <https://www.census.gov/partners/toolkits.html>

Counting for Dollars 2020. <https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/GWIPP%20Reamer%20Fiscal%20Impacts%20of%20Census%20Undercount%20on%20FMAP-based%20Programs%2003-19-18.pdf>

The Leadership Conference 2020 Census. <https://civilrights.org/census/>



# Response Outreach Area Mapper (ROAM)





Total population	425,798
Persons under 5 years (percent)	6.2
Persons 65 years and over (percent)	12.6
Median household income (in 2016 dollars)	58,099
Persons in poverty (percent)	12.2
High school graduate or higher (age 25+, percent)	94.6
Foreign-born persons (percent)	6.1

**Language Spoken at Home**  
(Population 5 years and over)



English only    Indo-European  
Spanish    Other languages

### Race (Non-Hispanic) in Ada County, Idaho: 2012-2016

White alone	85.5%
Black or African American alone	1.2%
American Indian and Alaska Native alone	0.4%
Asian alone	2.4%
Native Hawaiian and Pacific Islander alone	0.1%
Some Other Race alone	0.1%
Two or more races	2.5%

Hispanic or Latino Origin



## WHAT THEY SAY

**“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**

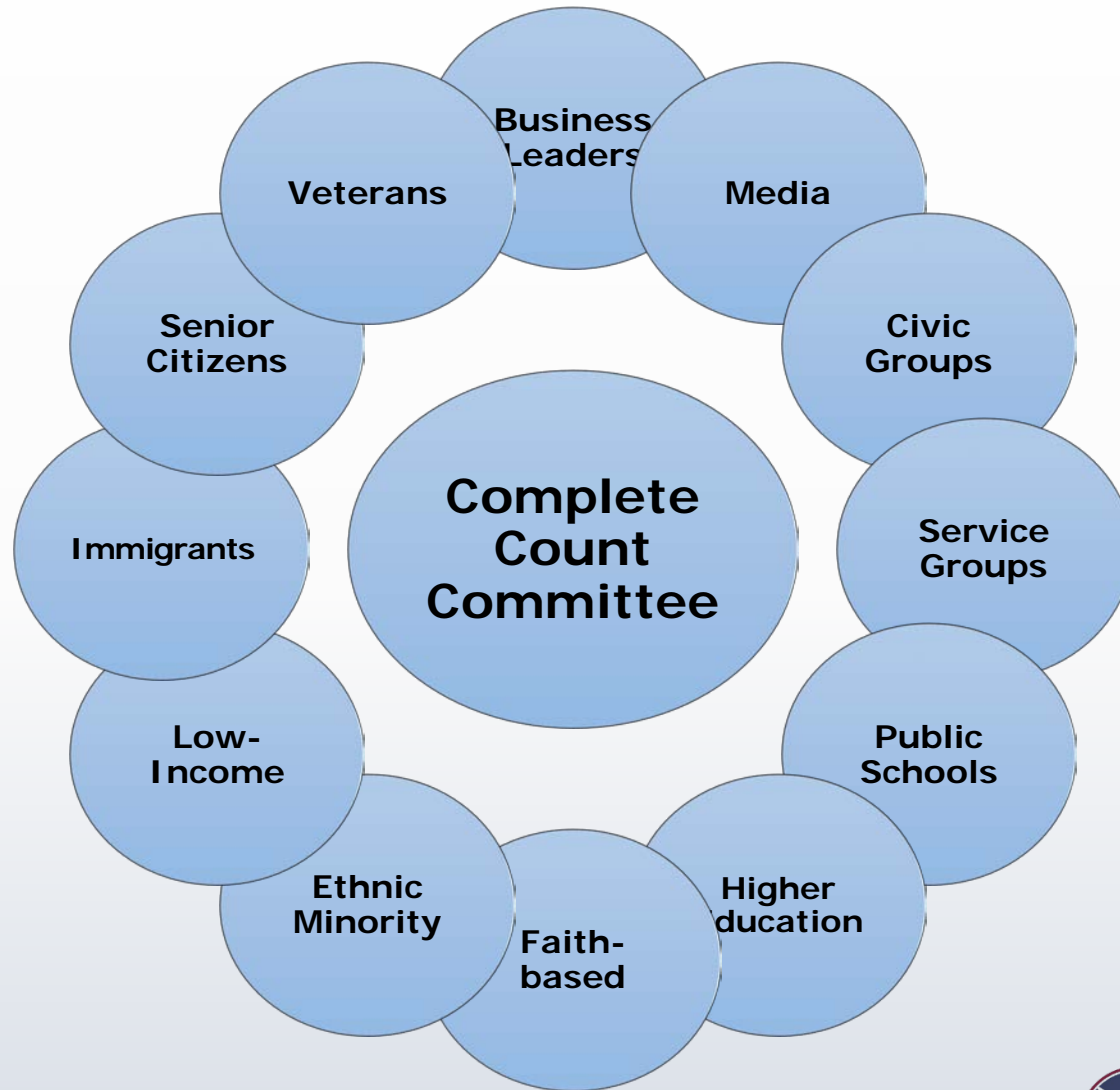
#### **Get someone local**

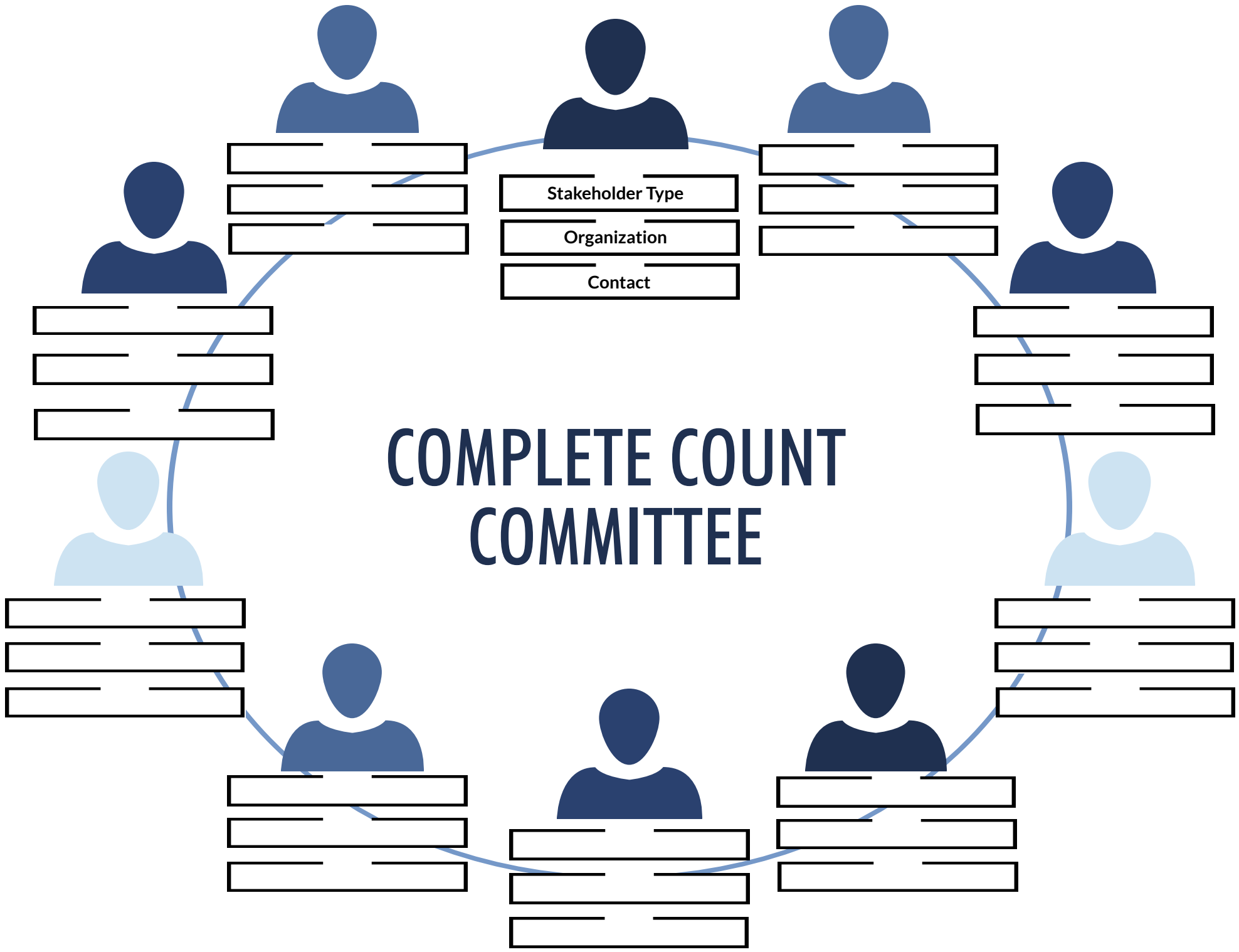
Work with public servants such as firemen, police, and school teachers can demonstrate the importance of the census for benefits that people highly value.

#### **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.

# Complete Count Committee

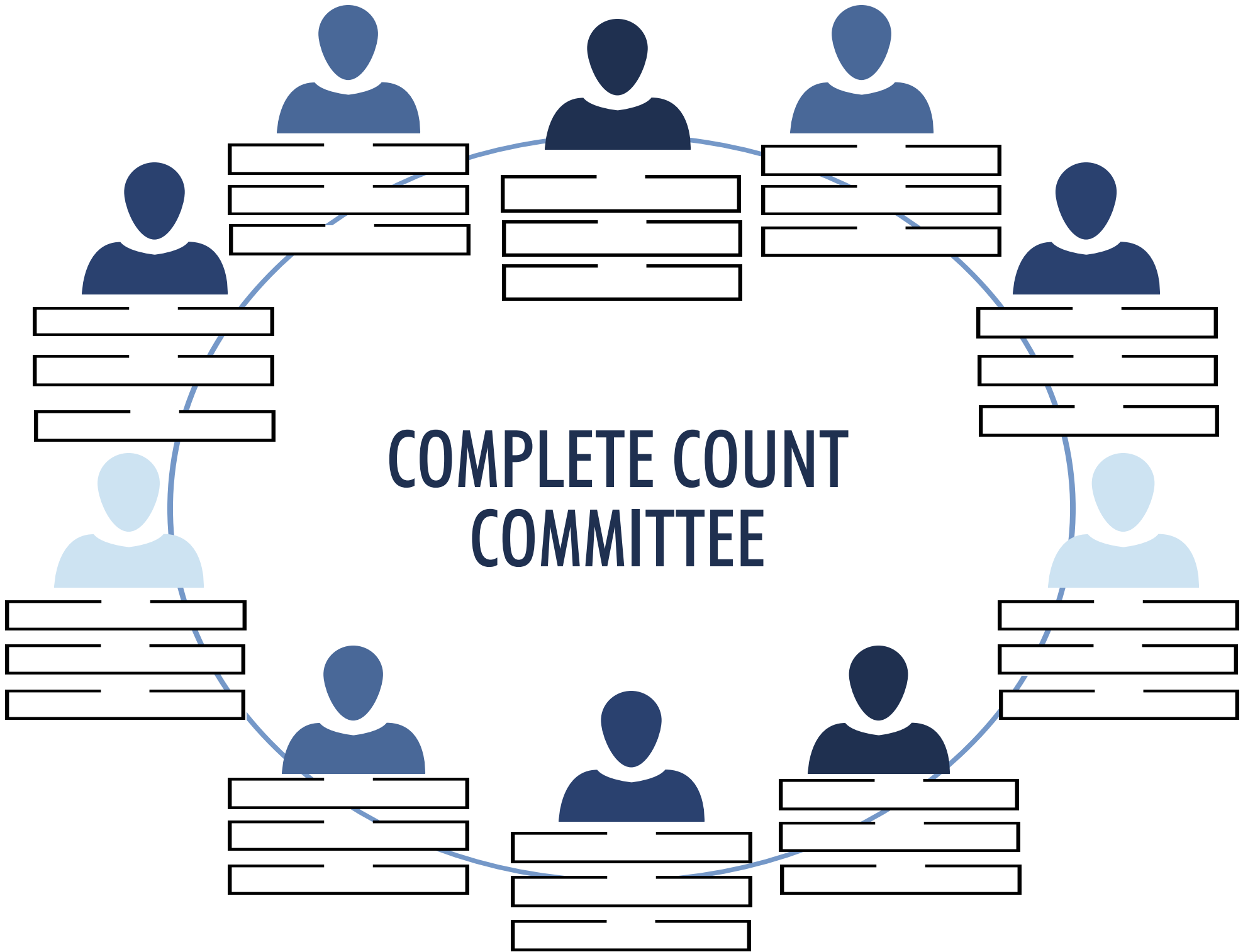




# COMPLETE COUNT COMMITTEE

Stakeholder Type
Organization
Contact





# WHO TO COUNT AND HOW TO REACH THEM

POPULATION	BARRIERS	STRATEGIES	RESOURCES NEEDED (TIME OR \$)	WHOSE HELP IS NEEDED?
Example 1: General population	Indifference, busy schedules	News coverage on the importance and ease of participating	Time - staff and community leaders	<ul style="list-style-type: none"> <li>• My agency's communication staff to generate coverage</li> <li>• Local media</li> <li>• Community leaders to interview</li> </ul>
Example 2: Seniors	Uncomfortable using the internet	Provide a Census help desk at the local senior center	Time - volunteers Financial - purchase ads in senior news publications promoting the opportunity for assistance	<ul style="list-style-type: none"> <li>• Senior center staff</li> <li>• Volunteers who can staff the help desk and assist seniors</li> </ul>

# WHO TO COUNT AND HOW TO REACH THEM

POPULATION	BARRIERS	STRATEGIES	RESOURCES NEEDED (TIME OR \$)	WHOSE HELP IS NEEDED?

# 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



# COMPLETE COUNT COMMITTEE EXAMPLE



**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.