



The State of the 2020 Census

¡Hágase Contar! Census Campaign Resources and Tools

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Arturo Vargas
Chief Executive Officer
NALEO Educational Fund

The Census has never been accurate, and very young children are most often missed

Census 2010 missed **more than 400,000** very young Latino children.

The 2010 net undercount rate for very young Latino children was **7.1 percent**, compared to **4.3 percent** for non-Latino children.

Source: Child Trends Hispanic Institute and NALEO Educational Fund, *The Invisible Ones: How Latino Children are Left out of our Nation's Census Count*.



2020 Census

Proposed Changes and New Approaches

- Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short and may now be the most expensive Census in history.
- Bureau is making final adjustments to changes and new approaches which all have important implications for the Latino community:



Internet response as primary response option



Use of administrative records and other third-party data for address canvassing and non-response follow-up (NRFU)



Redesign of questions on Hispanic origin and race



Reduction in number of local census offices, field staff, field "presence"

NALEO Educational Fund Independent Assessment of the End-to-End (E-T-E) Test

SURVEY of representative sample of Providence County residents.

INTERVIEWS with elected officials and community leaders.

MAJOR FINDINGS:

- Survey respondents, elected officials and community leaders agree that citizenship question will depress participation in Census 2020.
- Latinos generally preferred to participate in E-T-E by mail or in-person; particularly salient because December 2018 GAO report raised serious concerns about Bureau's in-person follow-up operations during the E-T-E.
- Spanish-language accessibility and outreach are imperative; personal networks and social media play an important role in reaching Latinos.

Other administration and legislative issues

- The GAO has designated Census 2020 as a “high risk” activity, citing new enumeration approaches and uncertain, and underfunded, IT systems
- Erosion of public trust regarding the privacy of information given to the Census Bureau, including via the internet, and increased fear among immigrants in contact with the government
- The Census Bureau’s financial situation has improved, but funding is still inadequate.
- FY 2020 appropriations request is **\$5.9 billion**; advocates support **\$7.2 billion** to adequately fund peak operations, make up for lost time and to address new concerns.
- The aftermath of the citizenship question debacle presents new challenges.

The 2020 Census Questionnaire will ask:

- Number of people living or staying in the house, apartment, or mobile home on April 1, 2020
- Whether the residence is a house, apartment, or mobile home
- Telephone number (*if needed for Census Bureau follow-up*)
- Sex
- Age
- Date of Birth
- Hispanic Origin
- Race
- Relationships of persons in the household, including opposite and same sex spouses and unmarried partners

The 2020 Census Questionnaire **WILL NOT ASK:**

- Citizenship Status
- Immigration Status
- Social Security Number
- Permits or licensing of any converted units on property
- Use of public benefits
- Criminal background or convictions
- Bank account or payment information
- Employment, income or wealth information

Response Options

Self-Response – 3 methods of response:

- Online Option
- Mail/Paper Questionnaire
- Phone via Census Questionnaire Assistance

“Catch-all” Response option: Non-Processing ID

- No Unique Identification Code Required

NRFU contacts

- Enumerators complete an interview using an automated application on a smartphone
- Each case will have a maximum of six unique contact days and 12 proxy attempts
- Use of Administrative Records in NRFU

Internet First and Internet Choice



Internet First

- “Internet First” means the first three mailings will be an invitation to respond to the census online.

Internet Choice

- “Internet Choice” means that the first mailing will include a paper Census form and an invitation to respond online.
- This will be used in areas with low internet coverage or connectivity, and with other characteristics that make it less likely respondents will respond online.
- The Census Bureau anticipates about 20 percent of the households will receive the Internet Choice treatment.

Bilingual Census forms and assistance will be available in English and Spanish

Bilingual English-Spanish Census Forms

- Bilingual forms in English and Spanish will be mailed to certain census tracts where Spanish is widely spoken.
- Bilingual forms can be obtained upon request where they are not directly mailed.

Language Assistance

- In addition to the form, guides and other materials will be available in Spanish.
- Telephone assistance will be available in Spanish.
- The Census Bureau will provide language support for 11 other languages.
- The online option will support 13 languages.

How the public be invited to participate in 2020:

Between **March 12 – 20**:

Households receive an invitation to respond online to the 2020 Census (some households will receive paper questionnaires).



If you have not responded yet:

Between **March 16 – 24**:

A reminder letter is sent.

If you have not responded yet:

Between **March 26 – April 3**:

A reminder postcard is sent.

If you have not responded yet:

Between **April 8 – 16**:

A reminder letter and paper questionnaire is sent.

If you have not responded yet:

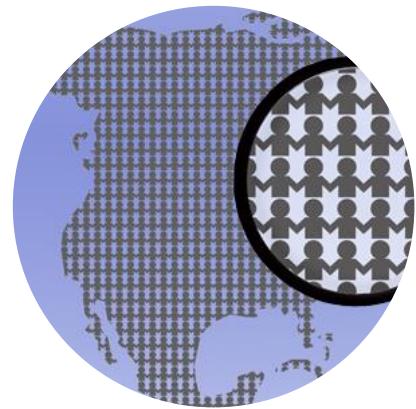
Between **April 20 – 27**:

A final reminder postcard is sent before the Census Bureau follows up in person.

Source: U.S. Census Bureau, ["How Everyone will be Invited to Respond"](#)

Update Enumerate

- Bureau field staff will update the address of the household and conduct an in-person interview to enumerate the household in the same visit.
- This approach will be used in remote areas which are particularly hard to reach, including certain parts of Alaska and remote Maine, and in certain Native American areas.



Update Leave

- Bureau field staff will update the address of the household and leave behind materials for self-response by mail, telephone or online.
- Areas subject to Update Leave include:
 - U.S.-Mexico border region
 - Puerto Rico
 - Areas affected by disaster
 - “Four corners” region of Arizona, Colorado, Utah and New Mexico
 - Areas in northern Michigan, Minnesota, Washington, Wisconsin and upstate New York
- To learn about the type of enumeration being used in your area, visit:
<https://gis-portal.data.census.gov/arcgis/apps/webappviewer/index.html?id=cbf242acb9f849f381090cf144715340>

Non-Response Followup (NRFU)

- The Census Bureau will follow up with households that do not respond online, by mail or phone by April 30, by sending a Census enumerator.
- The Bureau will conduct NRFU between mid-May and July 2020.
- Enumerators will collect data using mobile devices.
- Generally, enumerators will make up to six visits.
- Last resort enumeration will be by proxy.



Use of Administrative Records

- The Bureau will use administrative records and third-party data:
 - To identify vacant and non-housing units.
 - To enumerate a nonresponding household if “quality data” are available.
- Administrative records include information from:
 - The postal service
 - Social Security
 - Medicaid and Medicare
 - The Internal Revenue Service
 - Selective Service
- Third-party data come from commercial companies.

Counting Residents in Group Quarters

- The Bureau uses different enumeration methods for Group Quarters (GQ), including:
 - In-person visit by a Census taker.
 - Transfer of data file by GQ to the Census.
 - For medical and correctional facilities, a point of contact at the GQ can be trained, sworn to confidentiality, and collect responses from residents.
 - Drop Off/Pick Up of Questionnaires.

Counting People Experiencing Homelessness

- The Census Bureau will devote three specific days to counting people who are experiencing homelessness:
 - March 30, 2020: People who are in shelters.
 - March 31, 2020: People at soup kitchens and mobile food vans.
 - April 1, 2020: People in non-sheltered, outdoor locations, such as tent encampments and on the streets.

Counting Military Personnel

- The Census Bureau will count some military personnel when it conducts its GQ count. This includes people living on or in:
 - Military installations, in fenced secured areas.
 - Military ships, such as a Navy or Coast Guard vessel.
- The Bureau will count military personnel stationed overseas and their family members using information from the Department of Defense's Manpower Data Center. These data provide the home state of the personnel.



Counting Very Young Children

- To help ensure a full count of very young Latino children in Census 2020, it is critical that families and caretakers for these children are aware of how children are counted, including those living in “nontraditional” households.
- Children should be counted at the household they are living in on April 1, even if their biological parents are living elsewhere. This includes children living with or in:
 - Grandparents, step-parents or other extended family members.
 - A foster or adoptive family.
 - Unrelated adults.
 - Shared custody arrangements – the child is counted in the household of the custodial parent the child is living with on April 1.

Questionnaire Assistance and Mobile Response Initiative (MRI)

- In addition to providing the option of completing the Census by phone, the Bureau will answer questions by phone about specific questionnaire items or other Census 2020 “frequently asked questions” (Spanish-language assistance will be available).
- The Bureau intends to offer questionnaire assistance through its “Mobile Response Initiative” in Hard to Count (HTC) areas:
 - MRI efforts are replacing the fixed-location Questionnaire Assistance Centers (QAC) the Bureau used in Census 2010.
 - MRI Partnership and field staff will attend community events, such as fairs or festivals.
 - Bureau may also place mobile units (such as vans) at community locations.

Census Bureau Partnership Program

- 1501 Partnership Specialists will engage public and private entities and leaders to increase awareness of and participation in Census 2020
- Community Partnership Engagement Program will involve:
 - State, local, and tribal governments
 - Community-based and faith-based organizations, schools, media, businesses, social services and ethnic organizations
 - Bureau Partnership Specialists conduct much of this program's work
- National Partnership Program:
 - Industries, businesses and organizations with national reach
- Census Bureau's Partnership website, and partner sign-up site
 - <https://www.census.gov/partners.html>
 - <https://www.census.gov/partners/join.html>

Key Census 2020 Operations Dates

2019

June – August

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates (*preliminary results expected in October*).

August 2019 and On

In-field address canvassing; Recruitment and hiring by U.S. Census Bureau of temporary field staff.

2020

January

The first enumeration begins in remote areas of Alaska, before the spring thaw.

January – February

National Advertising Campaign – awareness

March – April

National Advertising Campaign – motivate

Mid-January – July

Census telephone questionnaire assistance

March – April

Self Response phase of Census 2020 (*internet, mail, and phone; four waves of staggered mail*).

April 1

National Census Day

May – July

Primary Nonresponse Followup operation (*to households that did not self-respond*).

June – September

Post-Enumeration Survey

December 31

Census Bureau delivers final apportionment count to White House

NALEO MESSAGING RESEARCH

- Focus group participants had a **generally positive view** of the Census; but when they saw version of actual questionnaire, hesitation, fear, lack of confidence arose.
- Survey respondents overwhelmingly expressed a preference to complete the Census by mail on a paper form (75 percent).
- Messages about Census participation being **“Convenient, Safe and Required”** showed the most positive response in the survey.
- Messages about the role of Census data in **providing funding for local schools and community programs** were the most effective in the focus groups.
- **“Family Members”** were the most trusted messengers.
- Nurses, doctors, health providers, Latino community organizations were also highly trusted as messengers.
- People who speak for “the children” or “the schools” – such as **teachers** -were especially trusted and convincing

National Latino Commission on Census 2020



Co-Chair **Lubby Navarro**

School Board Member,
Miami-Dade Public Schools



Co-Chair **Alex Padilla**

Secretary of State, State
of California and Chair of
California Complete Count
Committee

- **Lilleana Cavanaugh**, Executive Director, Ohio Commission on Hispanic/Latino Affairs
- **James Diossa**, Mayor, Central Falls, Rhode Island
- **Pauline Medrano**, Treasurer, Dallas County, Texas, and NALEO Board President
- **Rosemary Rodriguez**, Executive Director, Together We Count, Colorado
- **David Santiago**, Florida State Representative
- **J. Walter Tejada**, Board Member, Metropolitan Washington Airports Authority, Virginia
- **John Vargas**, NALEO Board Vice President, Torrance, California

Guest Commissioner

- **Carlos Tobon**, Rhode Island State Representative

THE COMMUNITY SPEAKS:

A Report of the National Latino
Commission on Census 2020



MAY 2019

**Report and its
recommendations are
available at:**

<http://www.naleo.org/commissionbriefing>



The *iHágase Contar!* Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the *iHágase Contar!* Census 2020 campaign will provide partners with a number of resources, including:

- “Train-the-trainer” workshop opportunities
- State of the Census 2020 briefings
- Campaign material and promotional information
- Public awareness events and informational panels
- Digital and traditional media efforts
- National bilingual hotline – **877-EL-CENSO** (877-352-3676)
- Informational Website: **hagasecontar.org**



The ***iHazme Contar!*** Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

The *iHazme Contar!* campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.

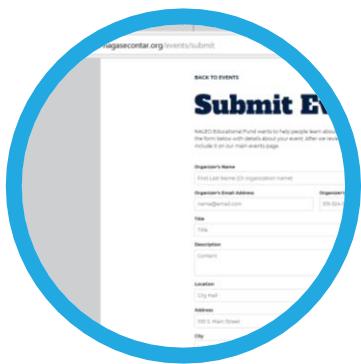
The campaign will feature a number of resources, including:

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents
- Template resolutions for school boards
- Earned media opportunities and digital media efforts

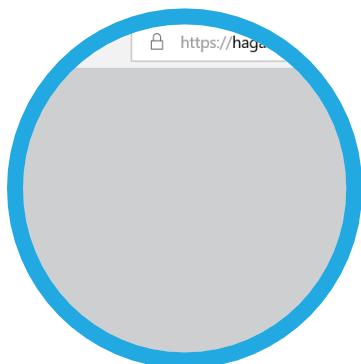


HAGASECONTAR.ORG

Bilingual Information and Resources



Partner Event Entries



Campaign Commitment Form

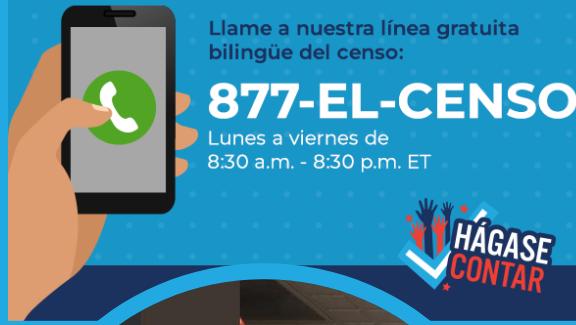


Downloadable Partner Resources



Direct Cell Connection to National Bilingual Hotline

**¡Infórmese sobre el
Censo 2020 y las maneras
en que usted y su familia
pueden ser contados!**



877-EL-CENSO (877-352-3676)

Bilingual Census Information Hotline

Monday – Friday: 8:30 a.m. – 8:30 p.m. ET

Fully trained bilingual staff and trusted messengers ready to answer all census related questions, including:

- Information about Summer 2019 test
- Census outreach events in your community
- How and where to apply for Census jobs
- Up to date information on Census operations and CQ
- Flagging major issues and rapid response referrals
- Self response methods and non response follow up
- Basic information on questionnaire and who should be included

You can get involved by:



Visiting hagasecontar.org/resources

Available for download: Bilingual communications toolkit, Bilingual citizenship question toolkit and template resolutions

Visiting hagasecontar.org/hazmecontar

Available for download: Factsheet on undercount of young Latino children

Distributing information about census jobs:

<https://2020census.gov/jobs>

Contacting a NALEO Educational Fund Regional Census Manager

for closer coordination and distribution of material and information

Other ways to get involved:



JOIN OUR CAMPAIGN

- ✓ <https://hagasecontar.org/pledge>
- ✓ Text "CENSUS" to 97779 | Text "CENSO" to 97779

Partner on key dates and national days of action.

PROMOTE

- ✓ Bilingual national hotline 877-EL CENSO
- ✓ hagasecontar.org website

Participate in your local CCC or reach out to Census partnership specialists.

FORTHCOMING

- ✓ Questionnaire Assistance Center Guidelines
- ✓ GOTC Field Guidelines



Thank you

Arturo Vargas

Chief Executive Officer

avargas@naleo.org

Twitter: @ArturoNALEO

www.naleo.org