



2020 TEXAS COMMUNITY DEVELOPMENT CONFERENCE

PLENARY SESSION

US CENSUS: THE IMPORTANCE OF A COMPLETE COUNT

Presented by:



**ESTABLISH
WHERE TO
COUNT**

Identify all addresses
where people could live.

Conduct a 100-percent review
and update of the nation's
address list.

Minimize in-field work
with in-office updating.

Use multiple data sources
to identify areas with
address changes.

Get local government input.

**MOTIVATE
PEOPLE
RESPOND**

Conduct a
community
partnership

Work with
to increase

Maximize
traditional

Target
specific

United States™
Census
Bureau

U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Figure 5: The

It savings. It can also allow the Census Bureau
focus its field resources to achieve consistent
response rates across geographic

2020 Census & Nonprofits

AGENDA

- Census 101
- Importance of the Census for Nonprofits
- Ways to Get Involved
- Next Steps

Census 101

The 5 Ws + H: Who, What, When, Where, Why & How

WHAT is the 2020 Census?

It's a questionnaire:

1. Household size
2. Additional people staying in the house
3. Own or Rent Home
4. Telephone Number
5. First & Last Name
6. Sex
7. Age & Date of Birth
8. Hispanic/Latino Origin
9. Race
10. Relationship

10 questions, 10 minutes, 10 years

FOR
OFFICIAL
USE ONLY

The (Sample) Questionnaire

Who to Count!

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? Include home equity loans.
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]



Person 1

5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

What is Person 1's name? Print name below.

First Name MI

Last Name(s)

6. What is Person 1's sex? Mark ONE box.

Male Female

7. What is Person 1's age and what is Person 1's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Age on April 1, 2020 years

Print numbers in boxes.
Month Day Year of birth

→ NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
- Yes, Mexican, Mexican Am., Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, another Hispanic, Latino, or Spanish origin — Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

9. What is Person 1's race?

Mark one or more boxes AND print origins.

White — Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. — Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native — Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese Vietnamese Native Hawaiian

Filipino Korean Samoan

Asian Indian Japanese Chamorro

Other Asian — Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander — Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race — Print race or origin.

→ If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.

1. Print name of

Person 2



First Name MI

Grid for first name and middle initial

Last Name(s)

Grid for last name

2. Does this person usually live or stay somewhere else?

Mark [X] all that apply.

- No
Yes, for college
Yes, for a military assignment
Yes, for a job or business
Yes, in a nursing home
Yes, with a parent or other relative
Yes, at a seasonal or second residence
Yes, in a jail or prison
Yes, for another reason

3. How is this person related to Person 1? Mark [X] ONE box.

- Opposite-sex husband/wife/spouse
Opposite-sex unmarried partner
Same-sex husband/wife/spouse
Same-sex unmarried partner
Biological son or daughter
Adopted son or daughter
Stepson or stepdaughter
Brother or sister
Father or mother
Grandchild
Parent-in-law
Son-in-law or daughter-in-law
Other relative
Roommate or housemate
Foster child
Other nonrelative

4. What is this person's sex? Mark [X] ONE box.

- Male
Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.

Print numbers in boxes.

Age on April 1, 2020
Month
Day
Year of birth

NOTE: Please answer BOTH Question 6 about Hispanic origin and Question 7 about race. For this census, Hispanic origins are not races.

6. Is this person of Hispanic, Latino, or Spanish origin?

- No, not of Hispanic, Latino, or Spanish origin
Yes, Mexican, Mexican Am., Chicano
Yes, Puerto Rican
Yes, Cuban
Yes, another Hispanic, Latino, or Spanish origin - Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

7. What is this person's race?

Mark [X] one or more boxes AND print origins.

- White - Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
Black or African Am. - Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.
American Indian or Alaska Native - Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.
Chinese
Filipino
Asian Indian
Other Asian - Print, for example, Pakistani, Cambodian, Hmong, etc.
Some other race - Print race or origin.
Vietnamese
Korean
Japanese
Other Pacific Islander - Print, for example, Tongan, Fijian, Marshallese, etc.
Native Hawaiian
Samoa
Chamorro

If more people were counted in Question 1 on the front page, continue with Person 3 on the next page.



Use this section to complete information for the rest of the people you counted in Question 1 on the front page. We may call for additional information about them.

Person 7

Person 7 First Name MI Last Name(s)

Person 7 Sex Age on April 1, 2020 Date of Birth Related to Person 1?

Person 8

Person 8 First Name MI Last Name(s)

Person 8 Sex Age on April 1, 2020 Date of Birth Related to Person 1?

Person 9

Person 9 First Name MI Last Name(s)

Person 9 Sex Age on April 1, 2020 Date of Birth Related to Person 1?

Person 10



Person 10 First Name MI Last Name(s)

Person 10 Sex Age on April 1, 2020 Date of Birth Related to Person 1?

FOR OFFICIAL USE ONLY

JIC1 JIC2

Thank you for completing your 2020 Census questionnaire.

If your enclosed postage-paid envelope is missing, please mail your completed questionnaire to:

U.S. Census Bureau
National Processing Center
[address removed]

If you need help completing this questionnaire, call [toll-free number removed], Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

TDD - Telephone display device for the hearing impaired. Call [toll-free number removed], Sunday through Saturday from 7:00 a.m. to 2:00 a.m. ET.

The U.S. Census Bureau estimates that completing the questionnaire will take 10 minutes on average. Send comments regarding this burden estimate or any other aspect of this burden to: Paperwork Reduction Project 0607-1006, U.S. Census Bureau [address removed] Washington, DC 20233. You may email comments to [email address removed]. Use "Paperwork Reduction Project 0607-1006" as the subject.

This collection of information has been approved by the Office of Management and Budget (OMB). The eight-digit OMB approval number 0607-1006 confirms this approval. If this number were not displayed, we could not conduct the census.

The census
will **NOT**
ask for
your...

The Census is **SAFE**
and **CONFIDENTIAL**.

Help dispel myths and
disinformation around
the #2020Census!

- Immigration or citizenship status
- Social Security number
- Financial information
- Credit card numbers
- Donations





DETERMINES
NUMBER OF
CONGRESSIONAL
SEATS,
ELECTORAL
VOTES, &
INFORMS
REDISTRICTING
PROCESS



INFORMS
BUSINESSES ON
ECONOMIC
DEVELOPMENT
OPPORTUNITIES,
WHICH AFFECTS
GROWTH &
PROSPERITY OF
COMMUNITIES



DETERMINES
FEDERAL
FUNDING FOR
CRITICAL
PROGRAMS
THAT HELP
COMMUNITIES
THRIVE

WHY is the
2020
Census
important?

Census Data & Funding

Texas gets \$60 billion per year in federal funds to pay for these crucial programs:

- ❑ Medicare & Medicaid: **\$27 billion**
- ❑ Federal Direct Student Loans: **\$5 billion**
- ❑ SNAP: **\$5 billion**
- ❑ Highway Planning & Construction: **\$3 billion**
- ❑ Federal Pell Grant: **\$2 million**
- ❑ Housing Choice Voucher: **\$1 billion**
- ❑ Title I grants: **\$1 billion**
- ❑ National School Luncheon: **\$1 billion**

WHO counts in the 2020 Census?

All people living in the U.S., including:

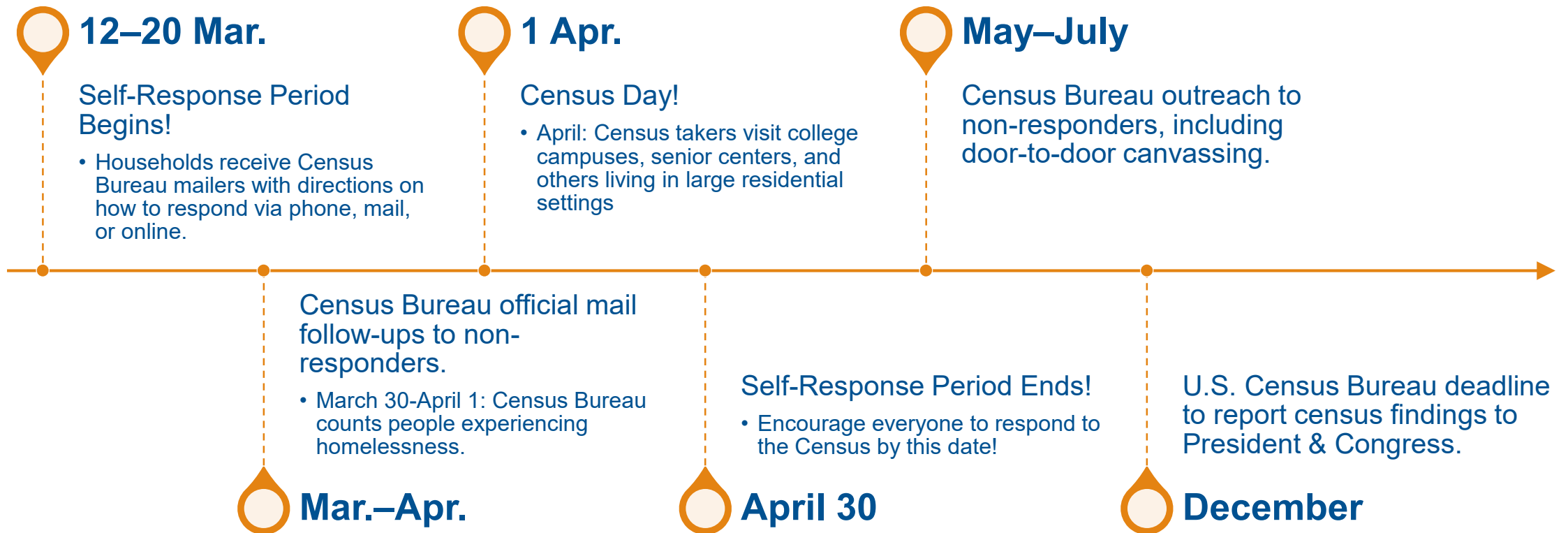
- ❖ Babies, young children and seniors
- ❖ Immigrants
- ❖ Formerly incarcerated individuals
- ❖ People not living in a house or apartment

All people within a residence—regardless of their relationship, including:

- ❖ Relatives & extended family living in the home
- ❖ Non-family renters living in the garage or a backyard unit
- ❖ Not sure if people at your address have already been counted? Count them anyway!

It's EVERYONE's civic duty to participate in the #2020Census!

WHEN do we get counted?



WHERE do we get counted?



1. **RESIDENCE:** Most of us are counted at our usual place of residence—where we live and sleep most of the time.
2. **SERVICE LOCATIONS:** People experiencing homelessness get counted at shelters, soup kitchens, and similar places or outdoors between March 31 & April 2.
3. **TRANSITORY LOCATIONS:** People in RV parks & motels will be counted where they sleep in April
4. **GROUP QUARTERS:** People living in college (on-campus) housing, nursing homes, and correctional facilities will be counted at those locations between April and June

HOW do we get counted?

- ❑ **ONLINE:** Visit the Census website and fill out the survey.
- ❑ **PHONE:** Call the Census Bureau & provide your answers over the phone.
- ❑ **MAIL:** You may be mailed a form if you don't respond by phone or mail.
- ❑ **PERSONAL VISIT:** Census workers will visit non-responders between May & July.



Encourage everyone to complete the census by April 30th!

Why Us?

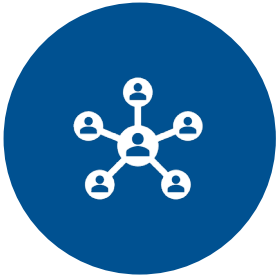
THE ROLE OF
NONPROFITS IN
THE 2020 CENSUS

Census 2020: Unique Challenges

**\$300 million per
year could be lost**
from a 1%
undercount in
Texas!

- ❑ Lack of federal funding
- ❑ First digital census
- ❑ Fear & general distrust in government
- ❑ Lack of support from the state

Nonprofits are key to a fair & accurate count!



Local reach: We're present in every community across the state.



Trusted voice: We have trusting relationships with the communities we serve.



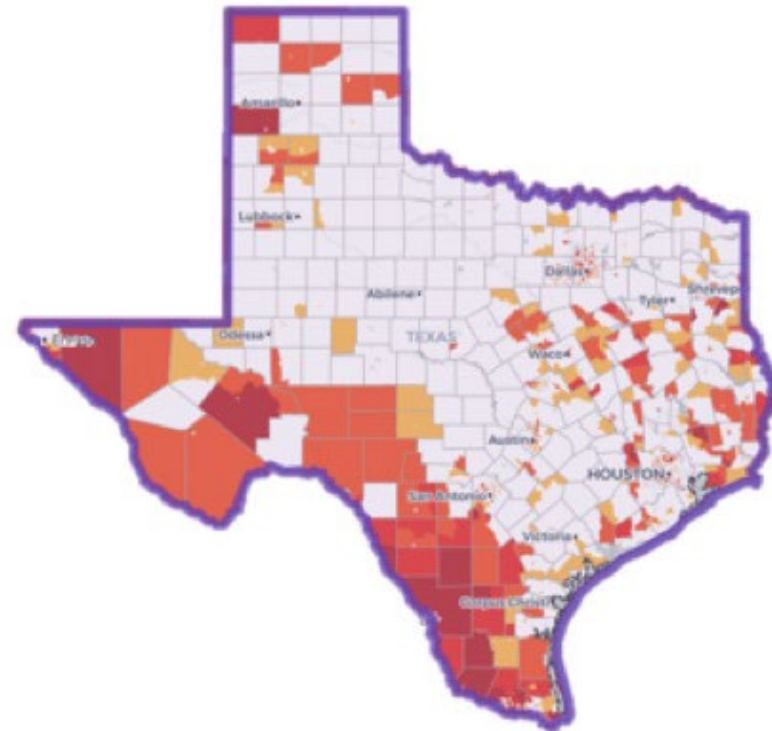
Visibility: We're out at events, meetings, and everywhere people live, work, and play.



Connected to hard-to-count populations: Everyday, we interact with people most in need and whose voices need to be heard.

Hard-to-Count (HTC) Communities

- Children under 5
- Immigrants
- People of color
- People living in rural areas
- Seniors
- People facing language barriers
- People with unstable housing



But really, why should we care?

Just like for-profits, we need census data to...

1. Better understand community needs (ex. population changes)
2. Make operational decisions (ex. facility expansion)
3. Make financial decisions (ex. fundraising)

Other items to consider:

- Your voice & 10 years of funding is at risk
- People you serve are in danger of being undercounted
- Financial consequences of an undercount will fall on the back of nonprofits

Texas is counting on us!

Texas Nonprofit Sector: At a Glance

Census data will influence nonprofits just as much as it will influence the decisions of governments and for-profit businesses.

We are an integral part of the Texas economy!

- ❖ Total number of nonprofits in Texas: 106,764
- ❖ 1 out of 8 Texas jobs (private) are in or tied directly to the nonprofit sector
- ❖ Nonprofits spend \$217 billion
- ❖ Nonprofit employees contribute to the Texas economy through their purchasing power & taxes:
 - ❖ Payroll taxes
 - ❖ Property taxes
 - ❖ Sales taxes
 - ❖ Gasoline taxes



How can nonprofits get involved?

1. Raise public awareness through communications channels
2. Support local get-out-the-count (GOTC) efforts in targeted hard-to-count communities
3. Integrate messaging and outreach in your direct services & initiatives
4. Host convenings and information sessions for community partners and residents
5. Share information with your board of directors & staff. Make sure all of your stakeholders understand the connection between census data and the ability of your nonprofit to advance its mission.
6. Work with community leaders to create and engage in local Complete Count Committees

Case Study:

Proyecto Azteca

Looking Back at 2010

- What worked?
- What didn't work?

What didn't work in 2010?

- The Census Bureau relied heavily on historical practice and its own research in planning for enumeration of the colonias and rural areas.
- Misinformation about mailing forms and enumerators in colonias/rural areas
- Bad addresses
- No real consideration for migrant families
- No promotion on for Spanish speakers
- Concerns regarding confidentiality
- Complex households and households with mobile or transitional members
- Barriers at local Questionnaire Assistance Centers (QAC)

What worked in 2010?

- We did get a liaison dispatched here from the national office.
- Local consensus and outreach efforts
- Utilization of Community organizers sponsoring neighborhood meetings and distributing census materials
- Spanish media [especially Telemundo and Univision]
- Partnership with NALEO was very helpful. NALEO set up toll free lines to report not being counted.

Census 2020: What does it look like now?

- Success is possible only if Congress makes the necessary upfront investment to develop, test, and refine the bureau's new systems.
- We need to build and mobilize a political constituency that can make the case for adequate funding to ensure the bureau's new methods accurately count communities who are historically undercounted.
- Aside from the technological pitfalls, civil-rights advocates worry that the digital divide could skew the census count if the bureau relies primarily on the Internet in its communications campaign.
- GAO has questioned whether the bureau has the capacity to build such a complex system, pointing to the bureau's failure in 2010 to develop handheld computers for door-to-door canvassing. That failure cost up to \$3 billion.

Census 2020: What does it look like now?

- We have heard the bureau intends to rely on administrative records as well as data purchased from commercial vendors to count non-responders and eliminate vacant housing units from the follow-up list, with estimated savings of \$1.4 billion.
- The Census Bureau currently lacks adequate information security systems to protect against data breaches.
- Assuming all records are obtained, however, there is still the question of how to count the roughly 11 million undocumented immigrants living in the United States.
- Success depends in part on **gaining more allies!**

What do we need?

- Have a field hearing in this area
- Establish a local office
- Settle mail delivery
- How do we overcome the fear of people knocking on your door?

The Education Fund recommends:

CB should examine thoroughly the conditions that determine the enumeration methods used in the colonias, farm worker encampments, and other rural settlements and determine early in the decade if the bureau should employ a method or methods other than Update Enumerate in these areas in the future.

- Seek assistance from the Mexican mobile Consulate-and similar consulates from the home countries-in promoting census participation among those hard-to-count populations

What actions do we need to take now?

- Use Toolkit.
- Meet with and Write your Congressmen
- Insist on funding for cities and counties to use for outreach.



Levels of Engagement

Everyone can contribute to a fair & accurate 2020 Census!

Resources

- [Census Bureau](#): official website of the 2020 Census
- [Texas Counts](#): official website of the Texas Complete Count Campaign
- [Texans Care for Children](#): materials and resources focused on ensuring all young children are counted in Texas
- [Census Counts](#): variety of materials, resources, and webinars related to all things census
- [NALEO](#): materials & resources focused on the Latinx community, including materials in Spanish
- [Asian Americans Advancing Justice](#): materials & resources for Asian American communities.
- [Creatives for the Count](#): memes & other visual content for social media and outreach efforts

Visit txcounts.org



Partner. Connector. Hub.

1



HOME ABOUT ▾ FUNDING COMMUNITY HUB ▾ NEWS ▾ GET INVOLVED

A large banner image with a yellowish tint. On the left, a sign reads "United States Census". In the center, the text "Count. Be counted." is displayed in white. Below it is a white search bar with the text "How can we help?". On the right, a dropdown menu is open, showing options: Resources, Hub & Forum, Sectors, Businesses, Community-Based Organizations & Non-Profits, Education, Faith-Based Communities, Government, and Health. An orange arrow labeled "2" points to the "Sectors" menu item, and another orange arrow labeled "3" points to the "Community-Based Organizations & Non-Profits" option in the dropdown.

Texas Counts



Sign Up for Updates

Resources for Community-Based Organizations & Non-Profits

Quick Facts

1 →

- Why is the census important to Texas CBOs and not-for-profits?

An accurate complete count is a critical mechanism for ensuring that no community's needs or voices are overlooked. Nonprofits and CBOs rely on census data to better understand and serve the needs of the people we serve. We need to know where people are and what they need before we can partner with them for solutions. Here's a snapshot of how Census data leads to crucial funding in Texas counties.

+ How can I involve my community and stakeholders?

+ Data and resources for CBOs & Non-Profits.

2 →

Top Resources



Featured Resource: Census Counts 2020 Hub

Census Counts 2020 has a wealth of resources available [...]

Census Champion Log-In

Username

Password

Remember Me

[Log In](#) [Register](#)

← 6

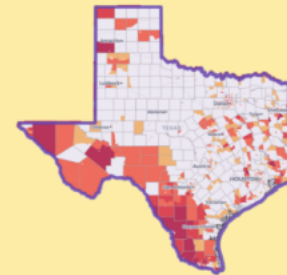
UPCOMING EVENTS

Census Day 2020
APR 01 April 1

← 5

[View More...](#)

UNDERSTAND HTC AREAS



← 4

RECENT TWEETS

Tweets by @TexasCounts [i](#)

 TexasCounts
@TexasCounts

← 3

Visit txchildren.org/census

Census Coming April 2020



**Count All Texas Babies
in the 2020 Census**

The census happens once every 10 years. Count your baby so your community will have more funding for child care, education, and other services for the next 10 years.

The census is safe, easy, and important for your baby's future! You will be able to complete the census in 10 minutes by phone or on a computer on your own schedule.

More info at 2020census.gov

 **TEXANS CARE
for CHILDREN**

CENTER for PUBLIC POLICY PRIORITIES

Census Coming April 2020



**Count All Texas Kids
(Including Grandkids)
in the 2020 Census**

The census helps local governments plan for the future and determines the level of federal funding for programs for young children, including our schools, child care, housing, public transportation, and health care.


The census is safe, easy, and important for the future of all Texas children! You will have the option to complete the census on a computer, by phone, or by paper on your own schedule and it only takes 10 minutes.

More info at 2020census.gov

 **TEXANS CARE
for CHILDREN**

CENTER for PUBLIC POLICY PRIORITIES

Census Coming April 2020




**Count All Texas Children
in the 2020 Census**

Counting all children in your household in the census means your local schools will receive more funding for your children over the next 10 years.

The census is safe, easy, and important for your children's future! You will be able to complete the census in 10 minutes by phone or on a computer on your own schedule.

More info at 2020census.gov

 **TEXANS CARE
for CHILDREN**

CENTER for PUBLIC POLICY PRIORITIES

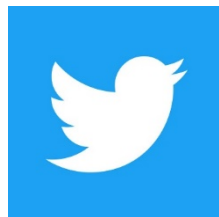
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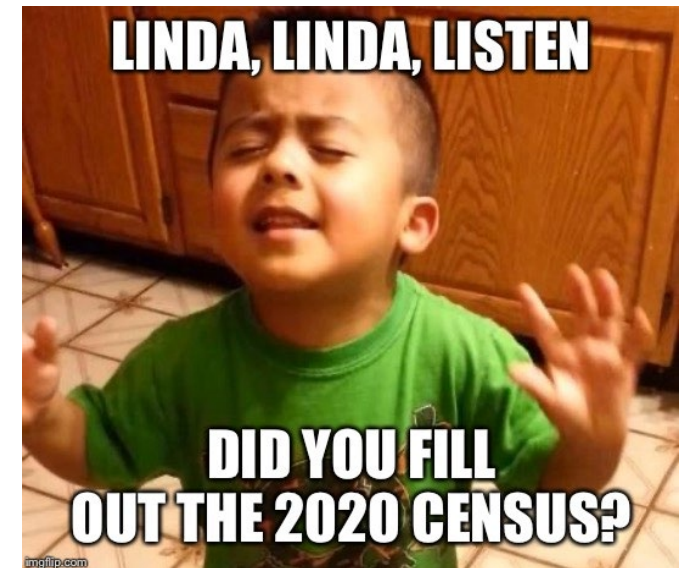
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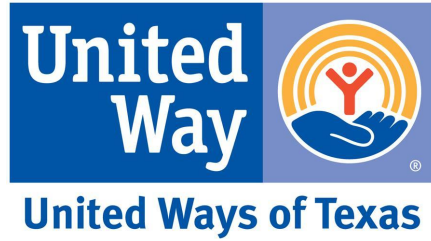


Next Steps:

- Promote the census in your work
- Join local Complete Count Committee (CCC)
- Explore resources, especially [texascounts.org](https://www.texascounts.org)
- Follow UW on social media
- Reach out for help!
- Make sure #TexasCounts in the #2020Census



The logo for the United States Census 2020 is displayed on a dark blue rectangular background. The text "United States" is at the top in a white, sans-serif font with a registered trademark symbol. Below it, the word "Census" is written in a large, bold, white, sans-serif font. At the bottom, the year "2020" is written in a very large, bold, white, sans-serif font.



Thanks!

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nataly.sauceda@uwtexas.org