



CHALLENGES & OPPORTUNITIES FOR THE 2020 CENSUS

WINTER 2020 POLICY MEETING JANUARY 24 - 25, WASHINGTON, DC

The stakes are always high for the decennial census, with funding, power, and representation on the line. This year's Census changes pose unique threats to ensuring a complete count: the introduction of a digital count, fear and uncertainty among immigrant communities, organized disinformation campaigns, and increasing political divisiveness. What can cities do to ensure their populations are counted fairly and accurately, and how are cities leading on this issue? This workshop will offer an overview of the 2020 census implementation, feature city leaders highlighting best practice census strategies, and provide breakout time to workshop your city's issues with your peers and our partner content experts.



RESOURCES

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Kyla Fullenwider and Greg Fischer, pages excerpted from: “Can Cities Save the Census?” Shorenstein Center on Media, Politics, and Public Policy, Harvard Kennedy School, 2019.

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Pages excerpted from: “Advocacy Toolkit: Using Your Local Budgets to Ensure a Fair Count of Your Community,” Local Progress and the Center for Popular Democracy.

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Terri Ann Lowenthal, “2020 Census Major Operations Update,” December 11, 2019.

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Mike Maciag, “6 Innovative Ways States and Localities Are Preparing for the 2020 Census,” Governing, January 2019.

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“An Introduction to Disinformation, Interference, and the 2020 Census,” Arab American Institute, June 17, 2019.

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Nigel Thompson, “Philly Counts 2020: Stephanie Reid breakds down the city’s preparation for the upcoming census,” Al Dia, August 27, 2019.

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Gabriela Raczka, “Memo: Report of activities of the Municipal subcommittee and all plans with City departments for actions to support a complete and accurate count in the 2020 Census,” Philly Counts, December 12, 2019.

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Pages excerpted from: “2020 Census: Planning Toolkit,” Philly Counts, August 2019.

SPEAKERS

TERRI ANN LOWENTHAL, CONSULTANT

Terri Ann Lowenthal is a nationally recognized expert, consultant (all things census!), and frequent speaker on the U.S. census and policy issues affecting federal statistics. During a 14-year career as a congressional aide in both the House and Senate, she was staff director of the House census oversight subcommittee for eight years (1987-94). She later covered the Census Bureau and broader federal statistical activities for the Obama Presidential Transition Team. Terri advises a wide range of census stakeholders — including FCCP’s Funders Census Initiative (FCI 2020), The Leadership Conference on Civil and Human Rights, state and local government officials, and business associations — on census policy and operational issues. Happily living again in her home state of Connecticut, she serves on the 2020 Census Complete Count Committees for the state and for the City of Stamford. Terri holds a B.A. from Cornell University and a J.D. from Georgetown University Law Center. For more information, please visit <https://terriannlowenthal.com> or <https://www.linkedin.com/in/terri-ann-lowenthal-0973ba9/>.

EMMA MARGOLIN, SENIOR RESEARCH ANALYST, DATA & SOCIETY

Emma Margolin is a Senior Research Analyst for Data & Society's Disinformation Action Lab. Previously, she worked as a journalist at NBC News and MSNBC, where she reported on LGBTQ rights, elections, the courts, the far right, and numerous other topics for both on-air and digital platforms. Her work has also appeared in ThinkProgress, Glamour.com and Politico Magazine, among other publications. She is a graduate of the University of Pennsylvania and the Harvard Kennedy School, and a proud New Yorker.

STEPHANIE REID, EXECUTIVE DIRECTOR, PHILLY COUNTS

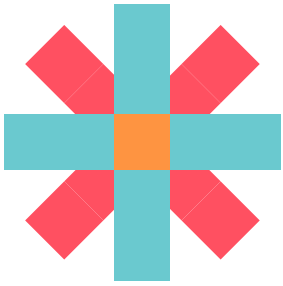
Stephanie Reid serves as the Executive Director of Philly Counts 2020. In this role, Reid is responsible for overseeing the City's effort to ensure a complete and accurate count, including, but not limited to, convening the City of Philadelphia Complete Count Committee, executing a coordinated engagement strategy, and raising awareness through paid, earned and social media campaigns. Prior to this role, Reid served as the Chief Service Officer over the Mayor's Office of Civic Engagement and Volunteer Service where she chaired the National Service Task Force and sat on the Steering Committee for the Corporate Volunteer Council.

Reid began her advocacy career as a field organizer for Obama for America in 2008 and as a Regional Field Director in Pennsylvania in 2012. In her time with Obama for America, Reid focused on the social dynamics of team building and the components necessary to form a strong, cohesive network of grassroots leaders. Prior to joining the City, Reid worked as a National Regional Director for Organizing for Action, where she oversaw 20 states and hundreds of volunteers, led numerous issue advocacy campaigns and presented seminars on effective volunteer management techniques.

WINTER TORRES, DEPUTY CITY ATTORNEY FOR POLICY, ALBUQUERQUE, NM

Winter L. Torres moved back to Albuquerque in late 2018 to take the position of Deputy City Attorney for Policy with the City of Albuquerque after practicing law in Denver for 10 years. Born and raised Silver City, NM, her family was active in the Empire Zinc Strike, upon which the movie Salt of the Earth was based. Labor and equity organizing has been a central tenet of the Torres family for almost 70 years. Winter was a Regents' Scholar at UNM, majoring in Political Science and graduating Phi Beta Kappa with triple honors. Winter has worked on Capitol Hill in the Leadership Office of the House Democratic Whip, then-Congresswoman Hilda L. Solis, and, during law school, with the AFL-CIO Office of the General Counsel. She also worked in Las Cruces, NM on the first Bill Richardson gubernatorial campaign and, after attending Cornell Law School, clerking for U.S. District Judge Robert C. Brack. In her current position, Winter uses her legal knowledge to advance the broad policy goals of the city, working closely with the Mayor's Office. In addition to policy, Winter oversees alternative dispute resolution, sensitive and litigation, and the 2020 Census.





Can Cities Save the Census?

A Local Framework for Our
Nation's First Digital Count

Kyla Fullenwider
Harvard Kennedy School
Shorenstein Center
Entrepreneurship Fellow

Greg Fischer
Mayor, Louisville, Kentucky

 **HARVARD Kennedy School**
SHORENSTEIN CENTER
on Media, Politics and Public Policy



CAN CITIES SAVE THE CENSUS?

A Local Framework for Our
Nation's First Digital Count

Mayor Greg Fischer
Kyla Fullenwider

Research Assistants:
Isabella Borshoff
Kevin Frazier

Design:
Brockett Horne

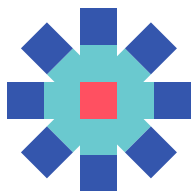


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WHAT'S AT STAKE

MONEY, POWER, AND TRUTH

Today, the importance of census data is hard to overstate. Not only does it determine congressional apportionment and how over \$800 billion dollars in federal funding is spent each year, it also guides infrastructure expenditures for highways, public transportation and the construction of new schools, hospitals, and fire departments, as well as the funding that determines much of our domestic resource distribution, including Medicare, Medicaid, Headstart and WIC.

So what does census data mean to local and state governments? A lot, as it turns out. Let's take a look at how it plays out in terms of real dollars. In addition to federal dollars, states also use census data to distribute state funding at the county and city levels. How census results inform funding levels varies by program, and no two states, counties, or cities have exactly the same mix of programs or funding mechanisms. Andrew Reamer points out this complexity in *"Counting for Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds."* He found that about 300 financial assistance programs created by Congress rely on data derived from the Decennial census to guide distribution of hundreds of billions in funds to states and local areas.

Reamer shows that across five programs—Medicaid among them—the median FY 2015 overall loss per person missed in the 2010 census was \$1,091, and in some cases, even larger. A state such as Pennsylvania stands to lose \$1,746 dollars for every person missed.⁵ This means an undercount of one percent could cost the state as much as \$221,762,564 in federal dollars every year for the next decade, across a handful of critical program areas.



Let's look at Kentucky: A new report estimates over \$15 billion dollars across just 50 of the federally funded program areas was distributed to the Bluegrass state in FY 2016, and Louisville, which makes up approximately 17 percent of the state's population, may have as much as \$2.5 billion dollars at stake across these program areas.

Four of these programs that exclusively serve children—the Children's State Health Insurance Program, Title IV-E Foster Care, Title IV-E Adoption Assistance, and the Child Care and Development Fund—all rely on federal reimbursements. At the same time, children aged 0–4 are historically the most undercounted age group, with an estimated net undercount of 4.6 percent in the 2010 census.

Large counties are especially at risk of an undercount of young children, according to research from Bill O'Hare's *"The Undercount of Young Children in the U.S. Decennial Census."* Based on official data from the U.S. Census Bureau's Demographic Analysis operation, O'Hare found that the largest counties in the country had an undercount of children that was much higher than national average (-7.8 percent vs -4.6 percent) and that 77 percent of the net undercount of children occurred in the 128 largest counties.⁶

Census counts also determine direct funding to cities for resources like Community Development Block Grants (CDBG). In FY 2015 Census Bureau data was used to allocate \$1,779,474,572 in CDBG grants across the country.⁷ From 2011–2018 the City of Houston received a total of \$188, 505,187 in HUD funding based on their 2010 census count (an average of over \$23 million a year). Many cities that rely on block grants had undercounts in the 2010 Census and it follows that places that are undercounted in the Census do not get their fair share of public funding over the course of the following decade.

TOP TEN 2018 CDBG ALLOCATIONS

CITY	ALLOCATION	2010 POPULATION	UNDERCOUNT %
Salinas, CA	\$2,093,734	150,441	2.38
Houston, TX	\$23,946,316	2,099,451	2.18
Miami, FL	\$5,259,044	399,457	2.13
Montgomery, AL	\$1,756,276	205,764	1.99
Jackson, MS	\$1,886,268	173,514	1.65
Memphis, TN ⁸	\$6,586,442	646,889	1.42
Baton Rouge, LA	\$3,145,425	229,493	1.26
Columbia, SC	\$1,026,764	129,272	1.21
Oakland, CA	\$7,584,263	390,724	0.78
Louisville, KY ⁹	\$11,205,618	621,349	0.28



But it's not just money that matters in the census. Though one of the most noted uses of census data is for the purpose of drawing congressional districts, it is also used to draw state legislative districts, school districts and voting precincts. Census data has consequences that can last a lifetime because it is used by policy makers and urban planners to shape the future of our cities' infrastructure—including schools, parks, highways, public transportation, hospitals, libraries, police and fire departments. Urban quality of life issues that directly impact communities for decades—such as where a new park or school should be built—depend on an accurate count.

HOW CENSUS WORKS

A snapshot of the 2020 Census Bureau Enumeration Process¹⁰



January 2019
Field Offices Open
around the Country



March 2020
Internet Self-Response
Begins



May 2020
Non-Response Follow-Up
(NRFU) Begins



February 2020
Group Quarter
Operations Begin

These operations include, but are not limited to, people in colleges and universities, correctional facilities and medical facilities, people experiencing homelessness, people receiving service at service-based locations, people living on maritime vessels, and people living on military bases.

MAILING 1: Contains instructions to self-respond with a unique ID

Most will receive a postcard with instructions to complete the survey online or over the phone. About 20% of households will receive a paper form option as part of the initial outreach. The Census will encourage, but not require, people to enter their unique ID with their response.

MAILING 2: Letter to non-respondents.

MAILING 3: Postcard to non-respondents.

Census workers visit addresses from the Census Master Address File that did not complete a Census questionnaire and collect information at the door.

Enumerators can visit an unresponsive household up to six times

Includes solicitation of proxy responses, which are responses provided by a knowledgeable source, such as a neighbor.



April 2020
Census Day April 1

MAILING 4: Letter and survey to non-respondents

MAILING 5: "It's not too late" postcard to non-respondents



August 2020
NRFU Complete



2020 OPERATIONS AND THE FIRST DIGITAL CENSUS

GOING DIGITAL

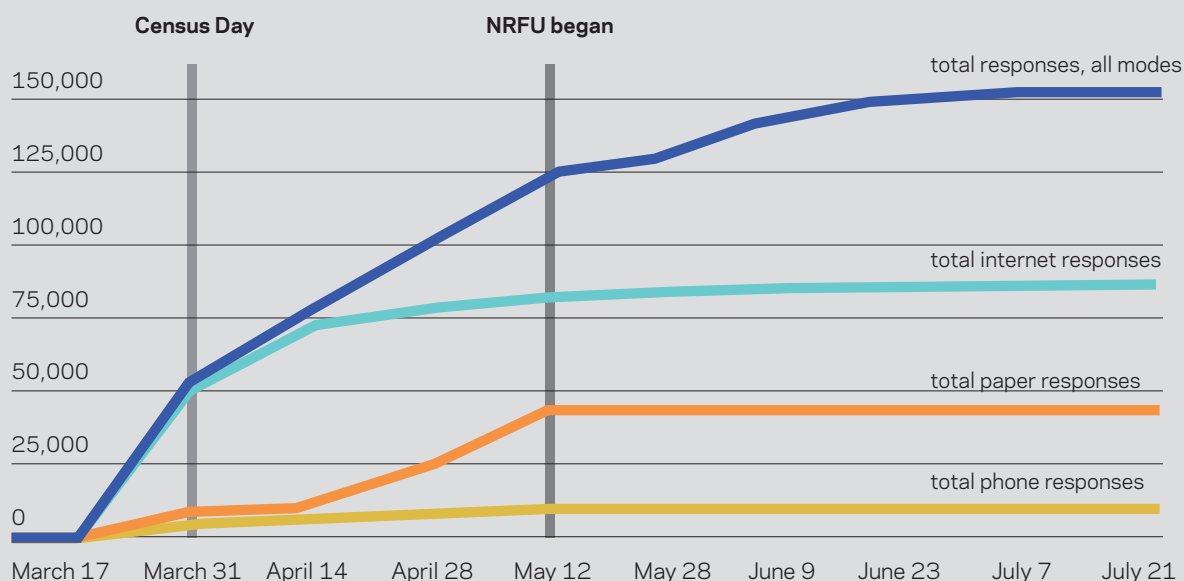
The last Decennial Census took place in a vastly different technology and media landscape: Facebook and Twitter were not yet dominant news platforms, WhatsApp and Instagram were nascent, and barely a quarter of the U.S. had smartphones—the Census was still largely submitted through a paper form. Today, a large majority of Americans have smartphones and in 2020 many will submit their personal data through an online census form for the first time in our nation’s history. The Census Bureau is adding and integrating an internet-self-response option (ISR) aiming for approximately half of all respondents. Hundreds of thousands of staffers will use hand-held enumeration smart devices to conduct the count in real time. And while many respondents—especially those considered hard to count—will prefer to answer “offline” using a paper form, these modernization efforts present both opportunities and challenges, including a host of technical vulnerabilities that the Census Bureau is facing for the first time.

During the 2018 Rhode Island End-to-End test a majority of those who self-responded used the internet-self-response instrument (61.2 percent), followed by the paper form (31.3 percent), and the phone (7.5 percent). Research from advocacy and civil society groups indicates that many people of color prefer to respond using a paper form.¹²

2018 END-TO-END CENSUS TEST¹¹

Preliminary Self-Response by Mode as of August 2, 2018

Self-response type of enumeration area (TEA1) only



THE GOAL: SELF RESPONSE

What often comes to mind when people think of the census is an image of a census worker knocking on a front door, clipboard in hand. It's an image so ingrained in our cultural imagination that even Saturday Night Live has parodied it. And yet by the time a census enumerator is deployed, there has already been a failure of sorts because a resident has not responded on their own. Sending an enumerator to a household is expensive: In 2010 it cost taxpayers over \$2 billion dollars to conduct non-response follow-up for approximately 57 millions households.¹¹ And enumerators don't always yield the best outcomes. After multiple attempts to reach a household are made, enumerators will sometimes identify a proxy to answer questions about the residents of that household. Proxies can be neighbors, landlords, or others who know who resides in a residential unit but may not know the specifics of that household.

In 2020 self-response will be even more important than in previous decades. In 2019 the U.S. Census Bureau conducted focus groups with a number of HTC groups and the results showed a consistent theme: fear of government workers knocking on their doors and coming into their homes. Cities will need to take steps to make it easy to self-respond whether online, over the phone, or through the paper questionnaire for populations who may be hard to count. Even in municipalities such as Louisville, which are known for welcoming immigrants, there will be fear and distrust of government. Self-response will be essential to obtaining the most complete and accurate count, which is why Louisville—and cities across the country—have created Municipal Complete Count Committees to increase self-response, and dedicated resources to focus in part on how to alleviate concerns of immigrant communities.



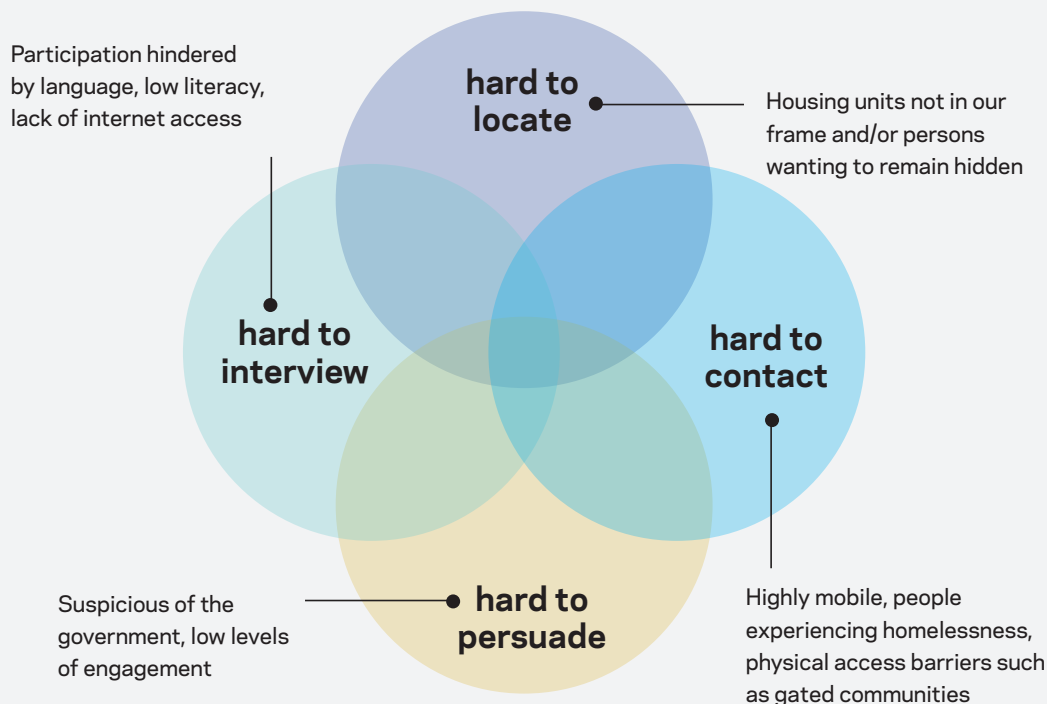
2020 CHALLENGES

The Decennial Census has always presented an enormous operational challenge: count everyone, only once, and in the right place. That challenge may be magnified in 2020 by a unique confluence of forces. Alongside the more intractable problem of an increasingly diverse and mobile “hard to count” population, disinformation campaigns, political rhetoric aimed at vulnerable communities, the addition of an untested citizenship question, hiring issues, security threats and the first ever online response option pose additional risks. Let’s take a look at some of these challenges.

HARD TO COUNT POPULATIONS

Any count of the nation’s population is bound to have some degree of inaccuracy. This can mean some individuals (for example, those who have a second home) are over counted, while others (such as renters) are undercounted. In 2010, for example, Black, Hispanic, American Indian, and Alaskan Natives were undercounted while the non-Hispanic White population was over counted.¹⁴ Populations are deemed Hard to Count

2020 CENSUS: COUNTING EVERYONE ONCE, ONLY ONCE, AND IN THE RIGHT PLACE A Framework for Hard to Count Populations





(HTC) for a variety of reasons that make them hard to identify, hard to contact, hard to persuade or hard to interview. The HTC population generally lingers around 20 percent of the population, depending on the region, but those rates could increase significantly in 2020.

Since 2010, the Census Behaviors, Attitudes and Motivators Survey (CBAMS) has studied and described what motivates or prevents people from participating in the census. These barriers and motivations are important to understand and can inform local GOTC efforts. Motivations include understanding the impact the census has on funding community resources, and hearing from trusted messengers who validate the importance and safety of the census. Common barriers to participation include distrust in government, data privacy and confidentiality concerns, fear of repercussions and generalized apathy.¹⁵

The Census Bureau has, over the years, made significant efforts in reaching HTC populations, including investing heavily in local outreach efforts. And while the 2020 Census will receive an increase in funding from 2010 levels for their advertising campaign there are critical program areas that will see significant funding cuts. In 2010, millions of dollars of in-kind partner support for campaign materials and other resources were allocated to over 30,000 Community Based Organizations in some of the hardest to count regions across the country. While the program was challenging to manage, it was in many cases the only form of financial assistance these organizations received to engage their communities. The program will not be funded in 2020.



WORKFORCE

A relied-upon method of reaching HTC populations is the Census Bureau's Community Partnership and Engagement Program (CPEP). This program area is tasked with reducing the differential undercount by forming partnerships with trusted community messengers and organizations such as churches, community groups, and libraries, and has received significant investment from the Bureau. Still, according to the U.S. Government Accountability Office, the Census Bureau is shrinking its partnerships staff in 2020 by eliminating the hyper-local Partnership Assistant staff position.¹⁶

These positions—approximately 1750 “boots on the ground” in some of the hardest to count communities—will not be hired in 2020 because Recovery Act funding (about \$125 million in 2017 dollars) used to make these hires will not be allocated in 2020. Fluent in over 100 languages, Partnership Assistants distributed messaging, provided early education to at-risk communities, and attended community events among other things. The program staff's diversity was a significant factor in allowing the 2010 campaign to reach at least 99.8 percent of all adults in the U.S., including 99.3 percent who were reached in their native language.¹⁷ Cities with diverse HTC populations, especially those that are not bilingual, could be especially vulnerable to an undercount.

Because HTC populations are less likely to self-respond, reaching them requires hiring enough enumerators to conduct the Non-Response Follow Up (NRFU) operation in person. That was a difficult task in 2010, a period of high unemployment, and will be even more difficult in a period of low unemployment. This challenge is further aggravated by the fact that only citizens will be allowed to work as Census enumerators in 2020. Although the federal government generally prohibits non-citizens to work for the government, the Census Bureau has previously received waivers from the Office of Personnel Management to allow it.¹⁸ Not so this time. Consequently, cities and regions with low unemployment rates and higher than average HTC populations could face a higher risk of being undercounted.

An omnibus spending bill under consideration as of this writing directs the Census Bureau to deploy a level of effort for partnership and communications efforts similar to 2010; however it's unclear if that is feasible unless funds are made available by Congress and the bureau can move quickly to hire in the areas most at risk of an undercount. Even then, the Census Bureau is hamstrung by federal hiring constraints that make hiring and onboarding a cumbersome and time consuming process.

AN UNTESTED CITIZENSHIP QUESTION

Beginning with the early debates between James Madison and Alexander Hamilton on how to count slaves and Native Americans, who counts in a census is inherently a politically charged question. The Trump Administration's 2018 addition of an untested



question asking about the American citizenship status of respondents is unprecedented and adds to the politicization of the count.

The Census undergoes rigorous testing for years before it's actually deployed in the field to avoid unintended consequences that can cost taxpayers billions of dollars and have decades-long impacts. The citizenship question was not included as part of the final critical census dress rehearsal in Providence, Rhode Island in 2018. While the exact impact on response rates is unclear, the Census Bureau and former directors have warned that the addition of a citizenship question will “inevitably jeopardize the overall accuracy of the population count.”¹⁹ Furthermore, in early 2019, a Federal judge ruled that adding this question was “unlawful” and “arbitrary” and blocked the Trump Administration from including the question. But it's unlikely to end there. As of this writing, the Trump Administration has appealed the ruling and the Supreme Court has agreed to hear the case in April of 2019.²⁰

Regardless of where this question lands legally, fear and misunderstanding of how census data can be used is pervasive in many immigrant communities. Nationally, nearly one in ten households have at least one non-citizen and there are over 10 million unauthorized immigrants in the U.S. (down from over 12 million in 2007).²¹ Immigrants, in particular, often live in mixed status households meaning citizens, authorized immigrants, and unauthorized immigrants are all under the same roof.²² As a result, entire households, not just the undocumented members, could go uncounted. This multiplier effect on response rates in these communities means that for a city with even a small immigrant population undercounts of entire households could result in a significant undercount of the city as a whole.

THE RISE OF DISINFORMATION

While much of what exacerbates fear in immigrant populations and communities of color is real, some of that fear is stoked intentionally through the spread of disinformation. Emerging research shows that information around the census is likely to be manipulated in much the same way as information around the 2016 elections in order to depress response rates among certain populations. Misinformation has always been around to some extent but its amplification and rapid diffusion across social media platforms and closed messaging services makes it an especially difficult challenge today.

A municipality's social media channels will be at the center of these activities and, if not properly fortified, could be easily manipulated. A 2017 Shorenstein Center Report “Information Disorder: Toward an interdisciplinary framework for research and policy making” defines several ways in which information is manipulated and corrupted.²³ For the purposes of this discussion, we will focus on two of these definitions that are important for understanding some of the specific types of threats to the census:



- Misinformation is when false information is shared, but no harm is intended.
Example: A concerned community member hears a rumor that census data has been hacked and posts on a Facebook community board that people shouldn't participate in the census.
- Disinformation is when false information is knowingly shared to cause harm.
Example: A politically motivated group spreads a fake census form online, with a question asking for a Social Security number. Or, an anti-immigrant news outlet publishes an article reporting that ICE will use census data to track immigrant.

Stopping a rumor on a community Facebook page is easier than halting an endless disinformation assault. Still, regardless of intent, census misinformation and disinformation undermine trust and exacerbate fear and skepticism. Cities will need to take both preventative measures to address the spread of misinformation and prepare crisis communications strategies to address harmful disinformation campaigns aimed at stoking fear and depressing response rates.

SECURITY THREATS

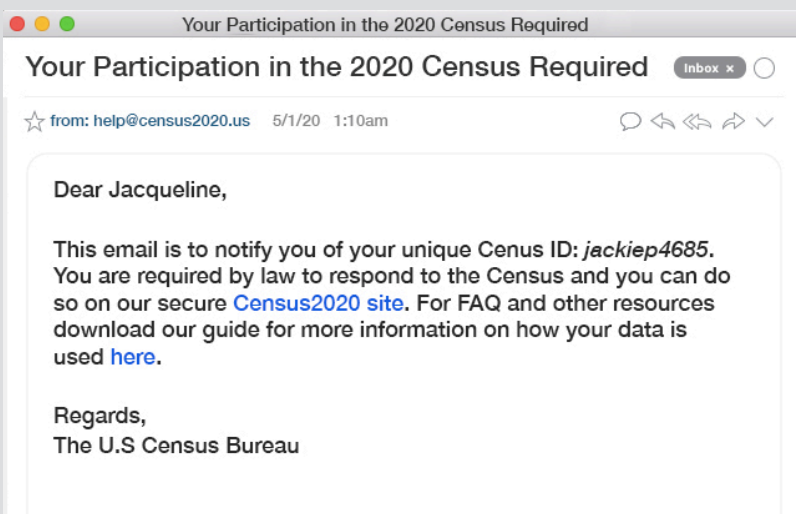
On August 31, 1954, Title 13 was passed in the U.S. Congress to ensure the private data that Americans enter on their census form is confidential. Title 13 provides one of the strongest protections in the United States Code for information the Census Bureau collects from individuals and businesses. These protections include:

- Private information is never published. It is against the law to disclose or publish any private information that identifies an individual or business, including names, addresses (including GPS coordinates), Social Security numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality. People sworn to uphold Title 13 are legally required to maintain the confidentiality of your data. Every person with access to your data is sworn for life to protect your information and understands that the penalties for violating this law are applicable for a lifetime.
- Violating the law is a serious federal crime. Anyone who violates this law will face severe penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.



Title 13 provides meaningful and substantive protections for citizens concerned about the federal government misusing their data—any changes to this law would need Congressional approval. Yet while federal law prohibits the Census Bureau from sharing individual data (including with other federal agencies such as the FBI and ICE), phishing schemes, data breaches, fake phone numbers, DDoS attacks, and misleading videos and other media perpetrated by both state and non-state actors have the potential to cause real harm. And though cities are limited in their capacity to address many of these threats, they can take meaningful actions to mitigate phishing and other misleading outreach by creating public awareness, including what to look for, how to respond, and when to report.

HOW TO SPOT A PHISHING EMAIL



Typos

Is the wrong name or a formal name used?

Inconsistencies

Do they use an old logo or odd format?

Extremes

Was it sent at a weird hour?
Does it suggest something really bad or really good happened?

Generics

Is the sender's account vague?
Does the email signature include any details?

LOW INTERNET PROFICIENCY AND ACCESS

Recent Census Bureau research shows that communities with low internet connectivity and digital literacy are vulnerable to an undercount. Cities with digital deserts will need to be especially diligent in providing access, information and resources about how to submit the census online or in paper form, and early education about how to avoid common security concerns like phishing.

Paper forms will be sent in the first mailing to regions with known broadband issues or high concentrations of households unlikely to use the internet (about 20 percent of the country). But cities with low broadband subscription rates and low digital literacy will need to fortify their digital infrastructure with a range of interventions, resources and education.





IS YOUR CITY AT RISK OF AN UNDERCOUNT?

Determining which cities are the most “at risk” is challenging because of the operational complexity of the Census and the diversity of HTC populations. However, there are some things we know matter, based in part on emerging research conducted by the U.S. Census Bureau in 2018. Cities most at risk of an undercount will likely have some combination of the following characteristics and those with a number of these characteristics are at a particularly high risk of being undercounted.

- Large HTC populations
- Fragile internet infrastructure/low broadband
- Dearth of state support
- Limited municipal resources
- Sources of potential political instability
- Exposure to natural disasters
- Historical undercount

In addition to the consistent characteristics of HTC populations, the Census Bureau has identified specific demographic groups that will require even greater outreach to encourage census participation in 2020. These include:

- Youth (ages 18–34 and children under 4)
- Limited English proficiency
- Limited internet proficiency
- Limited internet access
- Asian/Latino
- Renters
- Large households (6+)



LOCAL RESOURCES

The challenges described thus far—an increasingly hard to count population, the addition of an untested citizenship question, disinformation campaigns, staffing, security and the deployment of the first online form—are daunting. And while the U.S. Census Bureau will have resources devoted to addressing these concerns, the significant distrust in federal government across broad swaths of the population means that there are a lot of things the federal government can’t do. That is, many of the most effective ways of getting out the count need to happen at the local level. Let’s take a look at local assets and how they can be leveraged for a successful GOTC effort.

LOCAL TRUST

Trust matters enormously, particularly among communities and populations that are fearful of how their data can be used and are distrustful of federal government. A 2017 PEW Trust in Government Study found that only 18 percent of Americans say they can trust the government in Washington to do what is right “just about always” (3 percent) or “most of the time” (15 percent).²⁴ However, most Americans trust their local governments and institutions: Although only 35 percent have a favorable opinion of federal government, 67 percent have a favorable opinion of their local government.

A similar dynamic plays out with the media. Americans are much more trusting of both local newspapers and television than national outlets.²⁵ However, some civil society organizations have conducted research showing that the hardest to count populations will remain skeptical of messages coming from media and local government. And so while there is no silver bullet for building trust, city officials working in collaboration with local and ethnic media outlets can help normalize the census, build trust, and combat the spread of disinformation.

TRUSTED MESSENGER CHARACTERISTICS

- Opinion leadership: people listen to what they say
- Understand the needs of the community
- Can educate hard-to-count populations
- Know how to reach community members and are familiar with where they gather
- Communicate in culturally and linguistically appropriate ways
- Know other trusted messengers and trusted organizations
- (e.g. churches, schools, libraries, salons)



LOCAL TOUCHPOINTS

Cities have hundreds of local touchpoints with citizens. Bus shelters, utility bills, taxi screens and libraries are just some of the communication vehicles that can all be leveraged for GOTC efforts. Mapping all the touchpoints across a city and integrating a communications strategy that leverages those touchpoints can create a “surround sound” effect in the lead up to 2020. Cities with low internet proficiency and access can provide public access through things like Census Kiosks, mobile vans with internet, and Census Wi-Fi hotspots and charging stations.

LOCAL TRUSTED MESSENGERS

For some of the hardest to count communities, access will not be enough. Individuals and communities fearful of the government will need to hear from people they trust that the census is safe. Trusted messengers are highly respected individuals in a community who influence others on important matters, and if engaged as “early adopters,” they are an essential and critical component of any GOTC effort.

In his 1962 book *“Diffusions of Innovations,”* Everett Rogers identifies what he calls “early adopters” as one of, if not the most important factor, in whether or not something is adopted.²⁶

“Early Adopters have the highest degree of opinion leadership in most systems. ... The early adopter is considered by many to be ‘the individual to check in with.’”

What Rogers points to is at the heart of what trusted messengers do in a HTC community: They take away the risk and alleviate fear. Faith leaders, social service workers, teachers, doctors and librarians can all be trusted messengers. But there are often trusted messengers in less obvious places, such as salons and barber shops, churches, coffee shops and other community hubs who have vast networks of influence. Cities can cultivate and build a network of trusted messengers who are equipped to talk about why the census matters, address fears and concerns, and respond quickly in the case of a crisis.

LOCAL VALUE

Recent Census Bureau research shows that one of the most effective ways of increasing participation in the census is to show the value it brings to local communities. Respondents who participated in the Census Barriers, Attitudes, and Motivators Survey (CBAMS) indicated that understanding the impact census has on their local community makes them more likely to participate. Cities are well positioned to show the value that federal funding brings to the things that community members use or rely on every day, such as schools and fire departments. Mayors can bring a policy perspective by showing how policy goals like addressing chronic homelessness are directly impacted by an accurate count.



LOCAL PRIORITIES

Different HTC populations may require different outreach tactics, and cities may have areas of critical need that are specific to their municipality. For example, Los Angeles will need different outreach methods for different populations, ranging from Cambodians who are fearful of such counts, to young Millennials who have never participated in a census and may not feel it matters, to people experiencing homelessness. Some of these groups may require longer and more costly engagement than others. And because municipal resources are often stretched, prioritizing GOTC efforts around critical funding gaps and the populations most impacted by those gaps can help a city focus limited resources for their GOTC efforts.

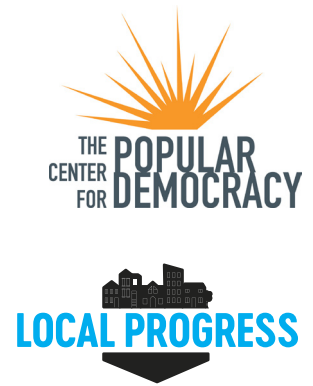
Finally, characteristics that are idiosyncratic to a particular region will need to be considered as part of a local GOTC strategy. Some of these factors, such as fragile internet infrastructure, natural disasters, and an historical undercount of a particular population, place certain populations and geographies at a higher of risk of an undercount. For example, hurricane season begins in Florida just as enumerators begin to knock on doors, which makes self-response an even more critical issue in that region. These variables should also be included and prioritized as the GOTC plan is formed.



May 2019

Advocacy Toolkit

Using Your Local Budgets to Ensure a Fair Count of Your Community



The decennial census is directly connected to ongoing efforts to protect, defend, and invest in our communities, and in the current political climate it takes on heightened urgency. Getting the 2020 Census count right is critical—it will shape political representation, public policy and funding, private sector investments, and determine whose voice is heard at every level of our democracy. Communities that have been historically marginalized and disenfranchised have long been undercounted in the census. For the 2020 Census, this potential undercount is only compounded by the Trump administration’s policies that are hostile to these communities and that will undermine the census participation and count. An inaccurate and manipulated census could have a dramatic long-term impact on communities and their power in our democracy.

In jurisdictions across the country, local elected officials are fighting for policies to help families and communities thrive together—investing in affordable housing, public education, quality health care, improved workplace standards, and more. As an elected official, you stand to lose resources to address all of these priorities if the 2020 Census undercounts the people and communities in your jurisdiction and state. “Hard-to-Count” (HTC) populations—that is, communities of color, young children, residents with low incomes, those with low English proficiency, renters, those who are homeless, undocumented immigrants, rural communities, single-female-led households, and members of the LGBTQ community¹—are at particular risk of losing resources and political influence after the 2020 Census and the 2021 redistricting process.*

Efforts to undermine an accurate census count and skew the count of certain communities are acts of disenfranchisement that will mute the voices and diminish the democratic representation of these undercounted groups. As ever, the diversity and full representation of all our residents matter for the health and well-being of our communities and our popular democracy.

Given the unique challenges of the 2020 Census, local elected officials have a critical role to play in fighting for a fair and accurate census. **You have a unique tool: the power to provide budgetary resources to ensure that get out the count (GOTC) efforts reach Hard-to-Count populations in your local jurisdiction.** This toolkit provides an overview of how the census impacts local jurisdictions and how you can use your local budget authority to support a fair count in your community.[†]

In the months leading up to the 2020 Census, Local Progress and the Center for Popular Democracy will follow up with additional tools and guidance around how to support GOTC work in your area, strategies to address key threats to a fair census (including the citizenship question), and how to effectively partner with community organizations most in tune with the needs and concerns of local communities.

* It should be noted that, depending on the local geography, the HTC populations used in the calculations below are defined as either: 1) the percentage of households that did not respond by mail to the 2010 Census, adjusted for the number of vacant households (the mail non-return rate) or 2) the percentage of questionnaires mailed back by households that received them, which do not adjust for households that are vacant (the 2010 Census participation rates).

† For a comprehensive guide describing how cities can prepare for the 2020 Census, see: “Municipal Action Guide: Preparing for the 2020 Census,” National League of Cities, 2018, https://www.nlc.org/sites/default/files/users/user89/CS_CENSUS_MAG_FINAL_1116_0.pdf.

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Background

Why a Complete Count Matters to Your Local Jurisdiction and State

At a moment when the federal government is abandoning its responsibility to ensure that all communities are accurately counted and represented in the 2020 Census, local elected officials play a critical role in the fight to ensure a fair census in local jurisdictions. The census plays a vital part in determining political representation, allocating needed resources, and informing fundamental decisions by public, non-profit, and private entities. It touches your constituents' lives on many levels.

The census is used to determine political representation, including at the local level. Census counts are used to draw state, county, and municipal district lines, directly influencing the political power of local communities.² Census data is also used to determine how many Congressional representatives each state will have for the next ten years.³

The census determines funding levels that impact local communities. Census data is used to determine how much funding communities receive for local infrastructure and social services, based on collected population levels.⁴ Population size and demographics determine the distribution of \$800 billion each year in federal funding for health care, education, social services, job training, and infrastructure.⁵ Some of the major affected federal programs that have a direct impact on local residents include:

- Section 8 Housing Choice Vouchers/Section 8 Housing Assistance Payments, which depend partially on census and American Community Survey data to determine local housing needs (administered by the Department of Housing and Urban Development [HUD])⁶
- Choice Neighborhoods Implementation Grants, which help local governments redevelop local public and assisted housing (administered by HUD)⁷
- Title I Grants to Local Education Agencies, which allocate funds to low-income schools and school districts (administered by the Department of Education [ED])⁸
- Head Start, which provides early care and education for low-income children (administered by the Department of Health and Human Services [HHS])⁹
- Special Education Grants, awarded to local education agencies (administered by ED)¹⁰
- Health Centers Program, which helps communities open health clinics (administered by HHS)¹¹
- Supplemental Nutrition Program for Women, Infants, and Children (WIC) (administered by HHS)¹²
- Other programs that impact local funding include the Community Services Block Grant (CSBG)¹³ (administered by HHS),¹⁴ the Community Development Block Grant (CDBG)¹⁵ (administered by HUD),¹⁶ and the Rural Economic Development Loan & Grant Program¹⁷ (administered by the U.S. Department of Agriculture [USDA]).¹⁸

Census data is used to inform local policymaking, research, and philanthropic decisions.¹⁹ A 2017 survey of city staff across the United States found that more than 80 percent of local officials use demographic data, specifically from the census and the American Community Study (ACS),²⁰ to inform decisions on about how to allocate resources and prioritize projects when it comes to local infrastructure, public health, and food security.²¹ Philanthropic organizations also use demographic and socioeconomic data from the census to determine funding priorities and inform decision-making.²² An incomplete count would mean that the needs of communities that are most at risk of being undercounted would be underrepresented in policy making priorities and funding decisions.

Census data informs how businesses make decisions. Businesses often make decisions about where to locate based on census data.²³ By ensuring complete census counts, local elected officials can help to attract high-road businesses[‡] that create jobs for local community members and generate a larger tax base to fuel the local economy.

With so much at stake, local elected officials and local governments have a vested interest in ensuring that every person is counted. An accurate census count is vital for the well-being and political representation of your residents, jurisdiction, and state over the next decade.

[‡] High-road employers are businesses with responsible practices, such as providing living wages; maintaining a healthy workplace through paid sick days, vacation, and health insurance; and creating career ladders by providing training and internal promotions. See, for example: "Taking the High Road: A How-To Guide for Successful Restaurant Employers," The Restaurant Opportunity Center and Dr. Rosemary Batt, January 2012, <https://rocunited.org/publications/taking-the-high-road-a-how-to-guide-for-successful-restaurant-employers-2/>.

Threats and Challenges to the 2020 Census

Every census has the challenge of accurately counting HTC populations, which include communities of color, particularly Black and Latinx communities;²⁴ young children (under the age of five);²⁵ residents with low incomes; those with low English proficiency; renters; those who are homeless; undocumented immigrants; rural communities; single-female-led households; and members of the LGBTQ community.²⁶ These populations are at constant risk of being undercounted and, therefore, underrepresented and under-resourced.

While the challenge of accurately counting certain populations is ongoing, there are a few unique challenges and threats to a fair and accurate census in 2020. These challenges include the potential inclusion of a citizenship question, the addition of an online response option, and even higher funding gaps than in previous years.

Specifically, these challenges include the following:

Mistrust of government and concerns about the citizenship question: As the Trump administration continues to advance anti-immigrant policies and spew xenophobic rhetoric, many targeted communities are fearful of the government. Trump's politicized attempt to add a question about citizenship to the census questionnaire has raised fear in immigrant communities about what the administration will do with that data and concern that the administration may not comply with current laws protecting census data. If it survives current litigation, the Secretary of Commerce's inclusion of an untested and unnecessary citizenship question would dampen participation and increase the undercount, particularly among immigrant communities.²⁷ By June 2019, the Supreme Court will ultimately determine whether or not the citizenship question will remain on the census questionnaire. Its inclusion jeopardizes an accurate count because of the almost-certain drop in participation by noncitizens and mixed-immigration-status households, which will lead to a significant undercount in immigrant communities.²⁸

The digital divide and new technology: For the first time, households will fill out 2020 Census information online, as well as by mail and phone.²⁹ Because many households (an estimated 12.6 million) do not have access to broadband³⁰ and others lack internet technology literacy,³¹ a significant number of residents could go uncounted, particularly in rural and low-income communities.³² In addition, there have not been enough resources or sufficient testing devoted to ensuring the online census reaches even those who have computers at home.³³ Further, to address mail non-response rates, the Census Bureau is considering using administrative records to procure informa-

tion about households that do not respond to the census, while scaling back on in-person follow-up visits. However, research shows that there are challenges when it comes to matching administrative records to people who belong to racial and ethnic minority groups, further increasing the chances of these groups being undercounted.³⁴

Insufficient funding: Currently, the census stands to be vastly underfunded,³⁵ increasing the likelihood of an inaccurate count. The census has been chronically underfunded for years and the Trump administration's census funding requests are too low to ensure an accurate count,³⁶ with proposed increases far less than in previous decennial census cycles.³⁷ President Trump requested a \$6.15 billion appropriation to the Census Bureau, including \$5.3 billion in direct funding for the 2020 Census; advocates urge Congress to appropriate \$8.45 billion to the Census Bureau, including \$7.581 billion in funding for the 2020 Census.³⁸ The federal government is also reducing the number of enumerators, whose purpose is to reach non-responding households; this reduction increases the probability of an undercount in HTC communities.³⁹ In addition, due to funding constraints, the census canceled a number of field tests and reduced the scope of its "dress rehearsal" test in 2018, which replicates the full census in several key geographic areas.⁴⁰ The dress rehearsal, which was originally scheduled for three locations, only happened in one. This test provides a critical opportunity to test IT systems and Nonresponse Followup (NRFU) activities, conduct outreach and education activities with community partners and the public, update the address list the Bureau uses to reach households, and evaluate the accuracy of counting residents in the test area.⁴¹

Ultimately, by under-resourcing the census and stoking fear with anti-immigrant policies and rhetoric, the Trump administration threatens to manipulate and distort federal funding and political representation for potentially millions of people. A failed census would have extreme consequences for the resources available to vulnerable communities and the health of our representative government. **This is an all-hands-on-deck moment to ensure a census that strengthens, rather than undermines, an inclusive representative democracy at every level of government.**

Leveraging Local Power:

Using the Power of the Purse to Ensure Communities in Your Jurisdiction Are Counted

The unique challenges of the 2020 Census require local and state engagement in funding GOTC activities and efforts to fully engage and protect populations at risk of being undercounted or targeted. As an elected official, you have powerful tools to play an essential role in ensuring that the communities in your jurisdiction are counted. Specifically, you can allocate and leverage the resources of your city, county, or local government to support the efforts in your community to achieve a complete count. The sections that follow provide tools to help you educate your colleagues and the public of the importance of investing local resources into GOTC activities.

Step 1: Show what your local jurisdiction could lose if the census undercounts its population. Use the formula below to calculate funding losses to your jurisdiction that would result from a census undercount.

Step 2: Determine the amount of funding necessary to support a complete count in your jurisdiction. Use the formula below to calculate the amount of resources you should allocate in your budget to support a complete count.

Step 3: Work with your colleagues to provide the necessary resources in your local budget for a complete count in your jurisdiction.

Step 1: Show what your local jurisdiction could lose if the census undercounts its population

To build the case for allocating local funding for GOTC efforts, start by educating the public about the urgency of this investment and the local necessity of an accurate census. Follow the steps below to estimate the financial impact that a census undercount could have on your jurisdiction over a ten year period. These figures will help you educate your constituents and colleagues about why local investment in census efforts is important to achieve an accurate count.

- **First, determine the HTC population in your local jurisdiction.**
 - For counties: Use this [CUNY.tool](https://www.cuny.too!) to estimate the HTC population in your county.[§]
 - For cities or smaller geographies: Use [census participation rates](https://www.census.gov/data/datasets/2010/dec/2010-participation-rates.html) to estimate the HTC population in your area.[¶]
- **Next, calculate the funding loss to residents in your local jurisdiction as the result of an undercount.** The census will determine the allocation of \$800 billion in federal funds each year.⁴² For many federal programs it is not possible to calculate an exact per person per dollar figure lost due to an undercount. However, it is possible to do so for five health programs, which constitute about 48 percent of federal funds granted to states.⁴³ For these programs, the median loss per person missed in the 2010 Census was **\$1,091 per year**.⁴⁴ Over the entire decade (from 2010-2020), that means that local residents stood to lose over **\$10,000 per person** missed by a census undercount (based on these five federal programs alone). Since these figures only account for roughly 48 percent of federal funding to states, this is a highly conservative figure, and true losses would be much greater.

[§] This tool uses the mail non-return rate, or the percentage of households that did not respond by mail to the 2010 Census. See: "HTC 2020," CUNY, Accessed April 26, 2019, <https://www.censushardtocompmaps2020.us/>.

[¶] Census participation rates are a slightly different estimate than the mail non-return rate but are available at the city level. (The CUNY tool does not offer cities.) The mail non-return rate is a more accurate measure than the participation rate because it adjusts for addresses that the Census Bureau determines are vacant. The participation rate includes vacant units. See: "2010 Census Participation Rates," United States Census Bureau, Accessed April 28, 2019, <https://www.census.gov/data/datasets/2010/dec/2010-participation-rates.html>.

To obtain a rough estimate of how much funding residents in your jurisdiction could lose in ten years (for the five federal programs described above), follow this formula:

Estimated
funding
loss to your
community



Estimated Funding Loss to Your Community Over 10 Years = HTC Population x Estimated Yearly Funding Lost per Person x 10 years	
Explanation	Example
1. Calculate the HTC population in your jurisdiction. - For counties, use the CUNY tool⁴⁵ - For cities or other local jurisdictions, use census participation rates⁴⁶	In King County, Washington, 79.3% of residents mailed in their questionnaires in 2010. This means that 20.7% of King County residents were HTC.
2. Find your local population using ACS Fact Finder ⁴⁷	The population for King County (2017 ACS 5-year data) is: 2,118,119
3. Find the HTC population by multiplying the population size by the mail non-response rate.	2,118,119 x 20.7% = HTC population of 438,450
4. Multiply HTC population by amount of funding lost per person each year (\$1,091).	438,450 x \$1,091 = loss of \$478.3 million to residents in King County each year
5. Multiple annual loss by 10 to get the total loss of funding to residents in your jurisdiction for the decade.	\$478.3 million x 10 = loss of \$4.78 billion to residents in King County over 10 years

By calculating the funding losses of an undercount, you can help educate the public and fellow public officials about the urgency of local government action to support a fair and accurate count. This will help build the foundation for including resources in your local budget to support 2020 Census efforts.

Step 2: Determine the amount of funding necessary to support a complete count in your jurisdiction

Demonstrating the potential financial losses to your community because of an undercount is the first step; now you can calculate how much local funding is needed to support local GOTC efforts.

Local governments are critical to ensuring that jurisdictions have the resources needed to get out the count, and you can play an essential role by allocating local funding to support census outreach efforts to HTC communities.** A primary strategy for ensuring a representative count and reaching populations most at risk of being undercounted is working with and funding community-based organizations (CBOs), which can include grassroots and advocacy groups at the local, state, and national levels. CBOs often have the knowledge and trust of community members, making them well-equipped to reach specific HTC communities. They play a critical role as messengers and validators in census outreach work.⁴⁸

To estimate the associated costs of reaching HTC communities through CBO outreach, Census Counts 2020 has developed a widely used methodology.⁴⁹ It estimates the cost associated with three levels of outreach.^{††} All three levels of outreach are necessary to reaching as many HTC residents as possible:

- Basic outreach** for community-based organizations includes hosting public forums, providing information to people who come to their institutions, and some level of direct outreach. Basic CBO outreach costs \$2 per person, and 100 percent of the HTC population should receive this outreach.

** It should be noted that, although some states may also allocate additional resources to GOTC efforts, the federal funding gaps are large and additional local funding will also be necessary.

†† Moderate outreach is inclusive of basic outreach and intensive outreach is inclusive of moderate and basic outreach. The standard for this analysis has been that 100 percent of HTC people receive basic outreach, 10 percent receive moderate outreach, and 5 percent receive intensive outreach.

- **Moderate outreach** includes public forums and broad outreach, in addition to in-person discussions with people in HTC populations. Moderate CBO outreach costs \$25 per person and 10 percent of the HTC population should receive this outreach.
- **Intensive outreach** includes multiple contacts with HTC individuals and some longer sessions explaining the process, including in-language discussions for households with limited English proficiency, outreach to homeless populations, and work with people who do not have access to the internet or are less familiar with computers. Intensive CBO outreach costs \$75 per person and 5 percent of the HTC population should receive this outreach.

Below is a step-by-step way to calculate the amount of resources your specific jurisdiction needs to allocate in your local budget to adequately fund CBO outreach, a critical component of GOTC efforts:

Estimated Local Funding = HTC Population x Cost of CBO Outreach		
Explanation	Example	
1. Estimate the HTC population in your jurisdiction.		
a. Calculate the percentage of HTC residents in your jurisdiction	Tempe's 2010 Census participation rate was 70%. This means that 30% of Tempe's residents were HTC.	
○ For county-level HTC population, use the CUNY tool ⁵⁰		
○ For city or smaller jurisdiction, use census participation rates . ⁵¹		
b. Find your local population using ACS Fact Finder . ⁵²	The population for Tempe (2017 ACS 5-year data) is: 178,339 people	
c. Apply the HTC percentage by the total population to determine the HTC population.	178,339 x 30% = HTC population of 53,501	
2. Calculate the cost of doing CBO outreach.		
a. Basic outreach: Multiply the HTC population by \$2 per person.	53,501 x 100% x \$2 per person = \$107,003 for basic outreach	
b. Moderate outreach: Calculate 10 percent of the HTC population and then multiply by \$25.	53,501 x 10% x \$25 per person = \$133,754 for moderate outreach	
c. Intensive outreach: Calculate 5 percent of the HTC population and then multiply by \$75.	53,501 x 5% x \$75 per person = \$200,628 for intensive outreach	
3. Calculate the total budget allocation needed. Add basic, moderate, and intensive totals to calculate the total amount of funding needed to reach HTC populations through CBO outreach.	\$107,003 + \$133,754 + \$200,628 = \$441,385 (the amount of funding Tempe needs for CBO outreach)	

Estimated
funding to
put in your
budget



Step 3: Work with your colleagues to provide the necessary resources in your local budget for a complete count in your jurisdiction

With the 2020 Census less than a year away, there is an urgent need to protect a fair census and ensure that census outreach has resources to reach communities at risk of being undercounted. Given the uncertainty and concern about sufficient and timely funding at the federal level, it is imperative that local jurisdictions prioritize budgeting and appropriating the resources that Complete Count Committees (see description below) and CBOs will need to fully count every person in the jurisdiction.

Local jurisdictions have varying calendars and processes for allocating budget items and supplementary funding. It is critical that local leaders work together to appropriate the necessary local resources this spring and summer to ensure that there are sufficient funds for the start of peak operations in January 2020.

Additional Ways to Exercise Leadership in Support of Census Efforts⁵³

As a local elected official, you play an important role in ensuring your communities are counted. In addition to appropriating local resources for get out the count efforts, as a public leader, you can:

Use your local power

- Create a Complete Count Committee (CCC) in your jurisdiction. A CCC is a volunteer committee that draws on their knowledge of local communities to increase awareness about the census and encourage a response from community members.⁵⁴
- Work with your colleagues to appropriate resources in your budget needed for a complete count in your jurisdiction.
- Invite the Census Bureau to present their 2020 changes and updates at council meetings to promote awareness among council colleagues.

Use your voice to advocate federally

- Advocate that Congress fully fund the 2020 Census to ensure sufficient census funding in the federal budget for 2020 so that all communities are counted.⁵⁷
- Help shape the public debate this spring by making your voice heard in opposition to the citizenship question.⁵⁸

Use your voice to lead locally

- Help the Census Bureau hire qualified enumerators from HTC communities in your area, for example by connecting with community organizations that can work with the agency to hire members of the community or by partnering with local workforce development agencies and community colleges to promote job openings.⁵⁵ It is critical that the census recruit and hire individuals who can speak languages appropriate to your jurisdiction and are from the HTC communities in which they work.⁵⁶
- Host public events to promote census awareness and act as a trusted leader by working with populations that are particularly vulnerable to being undercounted in your area.
- Follow the lead of local CBOs working in HTC communities, particularly given the risks and fears in immigrant communities around the potential inclusion of a citizenship question.

2020 CENSUS MAJOR OPERATIONS UPDATE

Source: Terri Ann Lowenthal

December 11, 2019

READY, SET, GO ...

NEWS FLASH:

The 2020 Census is on the launch pad!

- First major field operation, Address Canvassing, completed in October 2019.
- Local ("Area") census offices are open.
- Peak recruitment campaign has started.
- Enumeration kicks off in Remote Alaska on Jan. 21st. **

****Note to self:** The 2020 Census does NOT start on April 1, 2020.

WHO IS COUNTED, AND WHERE?

The census counts all persons who live in the United States on April 1, 2020 (Census Day), regardless of citizenship or immigration status ... *the Constitution says so!*

■ WHERE ARE THEY COUNTED?

- *At their "usual place of residence" (where they live & sleep most of the time)*
- College students living away from home → at their college residence (on or off campus)
- Incarcerated persons → at the prison/jail facility
- People experiencing homelessness → (1) Service-based Enumeration; (2) Enumeration of Transitory Locations; or (3) *at the home where they are staying, however temporary, if no other "usual residence"*

MAJOR COUNTING OPERATIONS

- ✓ Self-response (most households)
- ✓ Nonresponse Follow-up (NRFU)
- ✓ Group Quarters (no self-response!)
 - Includes Service-based Enumeration (people experiencing homelessness @ shelters & outdoors)
- ✓ Enumeration of Transitory Locations

SELF-RESPONSE UNIVERSE: HOUSEHOLDS

- **Household:** a group of people, comprised of family/ies *and/or* non-relatives, who occupy a single living quarter and consider themselves a unit within that space.
- Census Bureau assigns one unique ID to each household (defined by a mailing address or physical location).
- One person (the “householder”) fills out a form and includes every person who is part of that household unit.
- More than one household can occupy a single structure (legally or in violation of codes).
- **Household roster should include everyone who is/will be a “usual resident” on April 1st.** See *2020 Census Residence Criteria and Residence Situations*: https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_04-appendix.pdf?#

5

SELF-RESPONSE OPERATION BASICS

STARTS: March 12th ENDS: April 30th

- Households can self-respond **before April 1st**
- Households can self-respond after this operation, through July 31st

All households (except in Update/Enumerate areas) **can self-respond one of three ways:**

1. **Internet** (on-line), starting March 12th
2. **Telephone** (Census Questionnaire Assistance, or CQA), starting March 12th (toll-free lines open earlier in March for questions only)
3. **Paper questionnaire** (list up to 10 people on household roster, but fill out complete information for up to 6 people; Census Bureau follows-up with larger households, by phone if possible, to collect remaining data)

6

SELF-RESPONSE LANGUAGE ASSISTANCE

- **Internet:** English + 12 other languages
- **Telephone:** English + 12 other languages
- **Paper:** English & Bilingual English/Spanish**
- **Instruction guides, glossaries, and ID cards:** English + 59 other languages

Go to https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_06.pdf for list of languages. Also see next slide.

**There will be English-only and Spanish-only paper forms for Puerto Rico.

7

LANGUAGE ASSISTANCE

Internet & Telephone Response options: English + Arabic, Chinese, French, Haitian Creole, Japanese, Korean, Polish, Portuguese, Russian, Spanish, Tagalog, Vietnamese

Language guides, glossaries, and ID cards (for enumerators):

English + Albanian, American Sign Language, Amharic, Arabic, Armenian, Bengali, Bosnian, Bulgarian, Burmese, Chinese, Croatian, Czech, Dutch, Farsi, French, German, Gjurati, Greek, Haitian Creole, Hebrew, Hindi, Hmong, Hungarian, Igbo, Ilocano, Indonesian, Italian, Japanese, Khmer, Korean, Lao, Lithuanian, Malayalam, Marathi, Navajo, Nepali, Polish, Portuguese, Punjabi, Romanian, Russian, Serbian, Sinhala, Spanish, Slovak, Somali, Swahili, Tagalog, Tamil, Telugu, Thai, Tigrinya, Turkish, Twi, Ukrainian, Urdu, Vietnamese, Yiddish, Yoruba

Paper forms + Enumerator Devices: English, bilingual English-Spanish

8

SELF-RESPONSE OPERATION

For mail-out areas (~95% of all housing units):

- 80% of homes get letter with unique ID, inviting internet response** (**Internet First** mailing)
- 20% of homes get similar letter *plus* paper questionnaire in 1st mailing** (**Internet Choice** mailing)
- *All homes* get **Language Assistance** sheet with toll-free numbers for 13 languages, to ask questions or to give their answers over the phone. (#s available, but not live, already)
- No materials mailed to Post Office boxes

****** *The 80%/20% “split” is a national average and can vary greatly in each jurisdiction. Check the CUNY Census 2020 HTC map!*

9

SELF-RESPONSE OPERATION (*CONTINUED*)

BILINGUAL PAPER FORMS WILL BE IN ENGLISH-SPANISH ONLY:

- “Bilingual census tracts” designated according to “language spoken at home” metrics Census Bureau set.
- Bilingual census tracts will receive materials via Internet First, Internet Choice, or Update/Leave contact strategy.
- All materials in these packets will be bilingual.
- *Households that didn’t receive bilingual English-Spanish paper questionnaire cannot get one by calling the Census Bureau.*
 - Urge these households to respond on-line or by telephone.

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SELF-RESPONSE OPERATION (*CONTINUED*)

For mail-out areas (95% households):

- Materials mailed in 4 waves over one week (on 3/12, 3/13, 3/19, 3/20) (**Internet Choice** packets all go out on 3/13)
- 2nd mailing → reminder letter (March 16–24)
- 3rd mailing (only to households that haven’t self-responded) → reminder postcard (March 26–April 3)
- 4th mailing (only to households that haven’t self-responded) → reminder letter *plus* paper questionnaire (April 8–16)
- 5th mailing (only to households that haven’t self-responded) → “It’s not too late” postcard (April 20–27)

11

UPDATE/LEAVE OPERATION

- ~6.6 million addresses without city-style addresses, in primarily P.O. Box areas (rural), with high seasonal turnover, or recovering from natural disasters, *plus* American Indian reservations → **they will self-respond!**
- March – April: Census workers go door-to-door to “update” address list *and* hand-deliver (“leave”) materials (Internet Choice packet)
 - Follow-up letter mailed ~April 1st
 - Follow-up postcard mailed ~April 20th
- **Update/Enumerate operation:** ~35,000 remote homes + Remote Alaska + American Indian tribes on reservations *upon request* → **no self-response!**

12

NON-ID RESPONSE

- Households can respond to census on-line or by telephone *without* a unique identification (ID) number.
- Paper questionnaires have barcode (equivalent to the ID number) on every page that tie them to specific address.

USE THIS SELF-RESPONSE METHOD IF:

- Your household didn't receive any census materials by mail or in person (other than Update/Enumerate areas).
- You "lost" the materials your household received.
- Your household responded but left you off the form.

IMPORTANT: *People cannot get a paper form by calling the Census Bureau!*

13

NONRESPONSE FOLLOW-UP (NRFU)

GOAL: *Get to 100%*

- Second major phase of **household enumeration**
- Purpose of operation:
 - a. Collect data from households (occupied housing units) that didn't self-respond
 - b. Identify housing units on address list that are vacant or non-existent ("delete") units
 - c. Add housing units not on master address list but spotted in the field
 - d. Verify non-ID response addresses, if necessary

14

NRFU UNIVERSE

- **To start:** Addresses on the master address list from which the Census Bureau didn't receive a response by internet, telephone, or paper form by April 30 (earlier for "college towns"), except for Update/Enumerate areas
- **Minus** ... households that self-respond after April 30th will be removed in "real time" from NRFU caseload
- **Plus** ... when feasible, identify (and enumerate) living quarters that aren't on the master address list but are "found" during field operations

15

NRFU TIMING

STARTS May 13th* **ENDS** July 31st

- * **"EARLY NRFU"** starts April 9th in neighborhoods with large off-campus college student populations
- **Field supervisor training:** starts March 10th
- **Enumerator training:** starts March 27th

16

NRFU LANGUAGE ASSISTANCE

- Bilingual enumerators where needed and available
- Enumerators will have “language cards” with messages in the 59 non-English languages for which instruction guides are available, to determine if a household needs help in another language to complete an interview or self-respond.

Go to https://www2.census.gov/programs-surveys/decennial/2020/program-management/memo-series/2020-memo-2018_06.pdf for list of languages.

17

NRFU OPERATIONS: VACANT UNITS

- ***ALL housing units that don't self-respond
→→ at least one visit from census taker***
- **Vacant and “nonexistent” housing units identified using U.S. Postal Service “Undeliverable As Addressed” (UAA) file**
- If identified as UAA vacant/delete, enumerator will look for signs of occupancy; if possibly occupied, moved to list for additional visits

18

NRFU OPERATIONS: OCCUPIED HOUSING UNITS

- If no answer when enumerator visits, “Notice of Visit” left at door (with on-line response code provided to encourage self-response)
- After one unsuccessful attempt, Census Bureau determines: *can some occupied housing units be counted using “high quality” federal administrative records?*
- After 3rd unsuccessful try, enumerators can ask nearby reliable “**proxy**” (e.g. landlord; neighbor; caregiver; letter carrier; on-site utility worker)
- If no proxy available, census takers continue to visit up to six times (and possibly more for hardest cases)

19

OCCUPIED HOUSING UNIT NRFU (CONTINUED)

- After 6th unsuccessful attempt, cases still eligible for more visits until end of July; minimum info needed for congressional apportionment also “closes out” a case in final phase.
- Census Bureau uses administrative records for missing answers (when possible) or statistical imputation to include households for which no information, other than occupancy status, is available ... *in other words, these households **will be counted in the census.***
- **KEEP IN MIND:** *Self-response data are most accurate. Data collected in-person from household resident and closer to Census Day are next best.*

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GROUP QUARTERS(GQ) OPERATION

- Counts people in group living arrangements, such as college dorms, military barracks, prisons, skilled nursing homes
- **Advance contact w/administrators:** Feb. 3 – March 6
- **GQ enumeration:** April 2 – June 5
- **Service-based Enumeration (SBE) is part of GQ operation:** Count of people experiencing homelessness who don't live in a household; includes targeted (pre-identified) outdoor locations
 - March 30, March 31 and April 1

21

ENUMERATION OF TRANSITORY LOCATIONS

- Counts people at transitory locations who *do not* have a “usual home elsewhere” (UHE) (or, they won't return to UHE by 5/5/20)
- Examples: RV parks; campgrounds; carnivals; marinas; hotels/motels; some migrant worker housing (i.e. places where you pay a fee to live or work temporarily)
- TL residents are counted in person (no self-response) in individual housing units where they live at time of enumeration (not April 1st location)
- **Advance contact:** Feb. 24 – March 21, 2020
- **Data collection:** April 9 – May 4, 2020

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MIGRANT & SEASONAL FARMWORKER HOUSING: IT DEPENDS!

- **Dormitories and other “fixed” living quarters** → **Group Quarters operation**
- **“Regular” housing units (single or multi-unit buildings)** → **Mail-out or Update/Leave household Self-Response operation**
- **Trailers, tents, RVs** → **Enumeration of Transitory Locations**

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RANDOM 2020 CENSUS FACTS

- The census **does not start** on April 1, 2020. That is a reference date only. The enumeration starts on January 21st.
- The 2020 Census is **not a “digital census.”** Households can self-respond via internet, telephone, or paper form, or in-person if all else fails.
- People **cannot** obtain a paper questionnaire by calling the Census Bureau.
- The daily self-response progress reports will represent **percent of all known housing units** (occupied, vacant, or nonexistent), **not people**, that have self-responded via internet, telephone, or paper questionnaire. (Projected national 2020 Census self-response rate: 60.5%)
- The first mailing is **not a postcard**.
- The Census Bureau **will not email or text people** for the 2020 Census. (*Lesson: Beware of scams.*)

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6 Innovative Ways States and Localities Are Preparing for the 2020 Census

The decennial count is plagued by uncertainties and fears of undercounting immigrants, minorities and low-income people.

<https://www.governing.com/topics/mgmt/gov-2020-census-count.html>

MIKE MACIAG | JANUARY 2019

One afternoon last summer, Xiongpa Lee was walking around a festival in St. Paul, Minn., armed with a stack of forms. Lee was there to find other residents who, like him, belong to the area's large Hmong immigrant community. As he stopped and chatted with folks throughout the day, he had a very specific topic on his mind: the 2020 Census.

The Twin Cities is home to the nation's largest Hmong community, South Asian immigrants with ancient ethnic roots in China. But a segment of that population remains hard to reach, in part because of a significant language barrier. That's something Lee and members of the Hmong American Census Network want to overcome.

At the festival, he spoke with several people, explaining what the Census is and how it works. He cited dollar figures on how much funding is dependent on the count, and he discussed how Minnesota is on the verge of potentially losing a House seat. "Even the people who are aware of the Census," Lee says, "don't understand how the Census affects decisionmaking and policymaking."

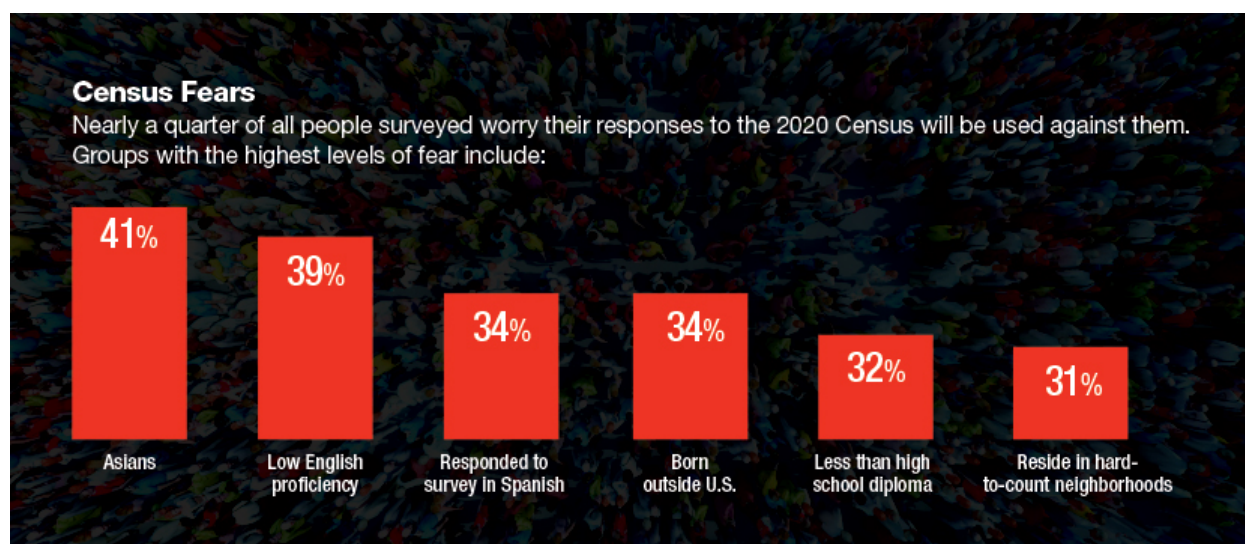
Then he handed over a form to sign, a pledge promising to participate in the Census count next year. Lee and his fellow network organizers are gathering similar pledges from various festivals, picnics and other events. Closer to the Census, they'll start going door to door, and once the questionnaires are mailed out in the spring of 2020, the group plans to call everyone on its list to remind them to participate. "Culturally, having that one-to-one conversation is really building more of a relationship and trust with community members," Lee says. "It carries more weight than just a text or email."

The whole [effort](#) seems more like a political campaign, or a concerted get-out-the-vote drive. But it's just one of the many ways that community groups, nonprofits and governments are working to ensure that people are counted in the 2020 Census. As with any decennial count, local leaders are keenly aware of its critical role in congressional apportionment and directing hundreds of billions of dollars in federal funding.

But with several looming uncertainties, the stakes are even higher this time around. Americans will be able to complete the Census online for the first time, making it more convenient for many households but leaving others without Internet access behind. Relying more on technology, the Census Bureau will devote fewer resources to field operations. The agency says it plans to hire between 350,000 and

375,000 enumerators, down from 516,000 in 2010. Then there's the political environment, which has prompted fears in immigrant communities that many worry could result in an undercount.

By far the largest unknown remains the fate of a proposed question requesting an individual's citizenship status. The Trump administration last year moved to add the question, but state and local officials, along with many government associations and advocacy groups, have strongly opposed it, saying it would taint the Census. The Supreme Court has agreed to take up the matter; observers expect the issue to be resolved by the time the Census Bureau begins printing operations in June.



(SOURCE: 2020 Census Barriers, Attitudes and Motivators Study)

In the meantime, many communities are already getting ready. They're organizing their Census efforts and holding initial meetings of what are known as Complete Count Committees. Several states have allocated targeted funding, although most haven't yet committed substantial sums of money. Some of the most novel ideas for Census outreach initiatives often originate with nonprofits.

To get a sense of the ideas being considered around the country, *Governing* interviewed two dozen officials with state and local governments, nonprofits and the Census Bureau. Here's a look at some of the more innovative ways they're planning to ensure that all residents are counted.

Targeted Follow-Up

Minnesota is hardly the only place worried about an undercount of immigrant residents. In Miami, for example, with hundreds of thousands of immigrants from all over the world, counting area residents represents an especially daunting challenge. Many residents who moved from places such as Brazil and Haiti don't speak English or Spanish, and they need assistance responding to the Census. Others, after fleeing their home countries, may be wary of the federal government collecting their information.

Lubby Navarro, a Miami-Dade County school board member who led the county's 2010 organizing efforts, predicts that this Census will require a greater level of engagement. Compounding concerns about immigrants not participating, the Miami region has experienced substantial growth over the decade, and with it a housing shortage. Householders may be hesitant to identify all the people living

there if they think it could get them in trouble with landlords. “I am very fearful of a large undercount,” Navarro says, “especially for minorities and hard-to-count populations.” A Census Bureau planning survey found about a third of foreign-born respondents expressed fears that their responses to the 2020 Census would be used against them.

In 2010, the Census Bureau published initial data showing rates of completed questionnaires several weeks after they were mailed. Miami-Dade County used it to identify a couple dozen low-responding neighborhoods, denoted as Census tracts, to target their follow-up efforts. County employees and volunteers from local organizations went door to door and held events in the neighborhoods urging residents to participate. An automated phone system called families in low-responding areas reminding them to fill out their forms. It was important, Navarro says, that they had the right people on the ground assigned to cover neighborhoods they either lived in or were familiar with. “You want people who know the buildings and are not fearful of going to the areas,” she says. “If not, you’re going to have a disconnect.”

In households with language barriers, kids often serve as translators for parents. So officials in different states say they’re seeking to incorporate the Census into the K-12 curriculum. Mailed questionnaires will be printed in English and Spanish, while the online form will be available in several other languages.

Miami-Dade County Commission Chairman Esteban Bovo Jr. intends to carry out a focused follow-up effort in 2020. He emphasized the need to reassure residents their information is safe and show how programs they depend on rely on an accurate count. “It’s not just a challenge of logistics. It’ll be a political challenge, too.”

The ‘Shadow Census’

Detroit might not wait until 2020 for its Census. City officials are in the planning stages of what Victoria Kovari, who heads the Department of Neighborhoods, calls a “shadow census.” The idea is to conduct a scaled-down dry run in the city’s seven council districts later this year to gather crucial information for the actual count.

Kovari said the effort could consist of a massive number of volunteers going door to door, the city sending out its own forms or a combination of both. “We want to be able to identify key leaders in each of these Census tracts, strengthen and build the network that will pay dividends down the road,” she says. Like other cities, Detroit maintains databases of addresses that it shares with the Census Bureau for mailing out questionnaires. Part of its testing will include sending out print newsletters and fine-tuning the mailing address data based on bounce rates.

A Census dry run could be particularly useful in a city like Detroit, which has experienced major population shifts over the past decade. As parts of many neighborhoods have been demolished and residents have moved to different parts of the city, officials hope to gain a better understanding of where housing units are vacant or occupied. That way, they’ll know where to best target their efforts come 2020.

Resource Sharing

Back in 2010, the city of Los Angeles and surrounding L.A. County each pursued separate Census outreach efforts. This time around, they're working together, forming a joint Complete Count Committee and collaborating on a slew of different projects. "We eliminated the duplication of efforts and the need for our partners to go to two different meetings where we're talking about the same thing," says Maria de la Luz Garcia, director of the city's Census initiative. The two governments are, for instance, planning joint efforts for Census recruitment and establishing universal definitions of hard-to-count populations so that everyone is on the same page.

Meanwhile at the state level, Ditas Katague, California's Complete Count director, is developing a mapping tool to help guide planning statewide. It's expected to include hard-to-count populations, Internet subscription rates and areas where partner organizations are working, among other data. Officials anticipate also using the tool to redeploy resources in real time: The Census Bureau has agreed to share a daily feed of response rates with California in 2020.

The California Legislature has allocated \$90 million for Census outreach, dwarfing funding other states have earmarked so far and far exceeding the few million dollars California budgeted for 2010. The idea is to bolster grassroots organizing, with nearly all the funding distributed to counties and their partners. "What we see sitting here in Sacramento," Katague says, "may not be as effective as the messaging that comes from the local level."

To augment its state funding, the city of Los Angeles has entered into a public-private partnership with the California Community Foundation for a local pooled fund. The city has already committed \$2 million, significantly more than in 2010. But the additional investment, while significant, still pales in comparison to just how much it could lose from an inaccurate count. The city estimates it receives between \$700 million and a few billion dollars in annual federal funding on the basis of its immigrant population alone. "The city is heavily invested, and part of that is the environment we're in," de la Luz Garcia says.

Other places across the country are exploring similar public-private partnerships. King County, Wash., for example, is looking into a pooled regional funding model with its localities and philanthropic organizations. County official Dylan Ordoñez says the aim is to "remove barriers and make dollars easier to access through consolidation."

Kiosks

For the first time, Americans will have the option of completing the Census online in 2020 instead of filling out a paper questionnaire. But many poorer households, already among the most difficult to count, lack Internet access.

To bridge the digital divide, a number of local governments plan to set up kiosks at different locations where residents can complete and submit their responses online. "It's really trying to make the Census as accessible and as forward-facing as possible so people know it's there, and hopefully avoid an undercount," says Nick Kuwada, who is heading Census coordination for Santa Clara County, Calif.

What these kiosks actually look like has yet to be determined. For its test in Providence County, R.I., last year, the Census Bureau [installed](#) special terminals in post offices. Local governments might opt instead to set up laptops at tables or use iPads or other computer tablets. "It's going to be flexible and

fluid because it will be in a lot of different places,” Kuwada says. “If it’s in a place of worship, it might look a lot different than if it’s in a county hospital.”



The Census Bureau installed kiosks in 30 Rhode Island post offices last year to test the technology. In 2020, Americans will be able to complete the Census online for the first time. (U.S. Census Bureau)

Libraries have always played a major part in promoting enumeration efforts, hosting more than 6,000 Census outreach sites for the 2010 Census, according to the [American Library Association](#). But their role could be even larger this time, given that the federal government is shifting to online enumeration, opening about half as many area Census offices as in 2010. Library staff could offer assistance at kiosks, or patrons will follow prompts after they log in to computer systems directing them to complete the online form.

Recreation centers or schools could also house kiosks; Wi-Fi kiosks could even be located in public spaces outdoors. Los Angeles has proposed mobile kiosks for airport passengers waiting at Los Angeles International Airport. To reach hard-to-count populations, officials are especially interested in placing kiosks in establishments with a high degree of public trust, such as health clinics or houses of worship.

Staffing Up

In every community, staffing is crucial for obtaining an accurate count. Temporary staff, including enumerators who follow up with nonresponding households, are a major part of any Census effort. But the federal government has struggled to hire enough qualified enumerators in prior Censuses, and recruitment in 2020 could be especially challenging if the economy remains strong and few people are looking for work. A [recent report](#) from the Government Accountability Office found small applicant pools and high turnover have hindered early hiring thus far.

That’s part of the reason why the National League of Cities (NLC) is [recommending](#) officials become more engaged in recruitment than they have in the past. “It’s an opportunity for city leaders to go into the communities they know will be hard to count, tap into social service organizations and connect them to these jobs,” says Alex Jones, the manager of NLC’s Local Democracy Initiative.

One city that’s focusing extensively on recruitment is San Jose, Calif. “We feel like the enumerators are going to play a huge role in bringing up response rates,” says San Jose Director of Strategic Partnerships Jeff Ruster. It’s critical, Census coordinators say, that these employees are trusted in their assigned communities and can overcome any language barriers. Another challenge is that it can be hard to keep temporary Census hires on board for the duration of the job: Many of them quit early if they find other employment. San Jose plans to limit attrition by connecting hires with full-time positions once the Census wraps up. The city has worked with local employers to identify jobs with similar skill sets, positions such as customer service representatives, insurance claims clerks and eligibility interviewers for government programs. With the prospect of full employment on the horizon, the city hopes enumerators will be more likely to serve their full terms.

New York City plans to augment the Census Bureau by incorporating Census work into its summer youth employment program. While participants will not be canvassing alongside enumerators—federal law prohibits volunteers from presenting themselves as federal employees—they will be able to assist in organizing and conducting outreach in targeted neighborhoods. New York is also exploring hiring noncitizens to help with outreach; they are often in the best position to connect with hard-to-count groups.

All Hands on Deck

Given the anticipated staffing constraints for the 2020 Census, many states and localities are planning to rely extensively on their own workforces to engage the public. While they've played roles in prior counts, the breadth and scope of mobilization efforts is widening for next year.

With its vast immigrant population, New York City says it plans to involve its social services agencies, police, parks and recreation workers, and several other public-facing departments. "New York is always in danger of an undercount," says Deputy Mayor Phil Thompson. A unit in the mayor's office will recruit city staff from all departments for outreach, language assistance and other activities. Some localities are considering offering Census assistance via their 211 phone systems, as many of the callers to those lines often correspond with historically undercounted groups.

California previously contracted with counselors in the Women, Infant, and Children (WIC) program to discuss the Census with their clients, who are among the most frequently undercounted. Other types of state-level departments with caseworkers might employ similar approaches.

New York views the Census as an opportunity to establish a dialogue with residents and maintain those lines of communication even after the count is over. Thompson recalls a meeting with residents of a Harlem public housing development last year. They agreed to assist with the 2020 Census, but also said they wanted help combating rats and raccoons. The city responded by establishing a public housing resident pest removal training program. "It's not just about filling out a piece of paper," Thompson says. "We want to create an infrastructure so that when people want to know where to go, we can use these very same networks."

Mike Maciag *Data Editor*

mmaciag@governing.com | [@mikemaciag](https://twitter.com/mikemaciag)



An Introduction to Disinformation, Interference, and the 2020 Census

POSTED BY GUEST ON JUNE 17, 2019

In 2020, for the first time ever, the US Census will allow for online responses. This will be accompanied by an increase in official Census Bureau advertisements, particularly online, including social media. However, Census officials are anticipating targeted campaigns on social media designed to spread disinformation about the decennial census, which will compete with official advertisements for space on timelines and

in respondents' memory.

Ever since the 2016 election, the question of how to deal with disinformation – that is, maliciously spread false information – on social media has made headlines, and social media companies ranging from Facebook to Twitter, YouTube, Pinterest, and Google have largely been left to grapple with it themselves. Combatting disinformation is not a simple task, and there is no single strategy that will be a silver bullet for social media companies.

Though we explored disinformation on social media in-depth, we would like to provide some context for disinformation as it relates to the 2020 Census. As of May 2019, Census Bureau officials have indicated that discussion about disrupting the 2020 census has begun on platforms such as 4chan, a fast-moving, entirely anonymous online message board that has been the origin point for several grassroots hacking and harassment campaigns, but no actual action has been taken against the Census. However, it is expected that disinformation will begin to appear in earnest as the start of the 2020 Census approaches. The Census Bureau is anticipating several different types of interference targeting the census and has proposed solutions to address them. These can be split into three categories: Classic Misinformation, Wrong Directions, and Roadblocks.

TYPE ONE: CLASSIC MISINFORMATION



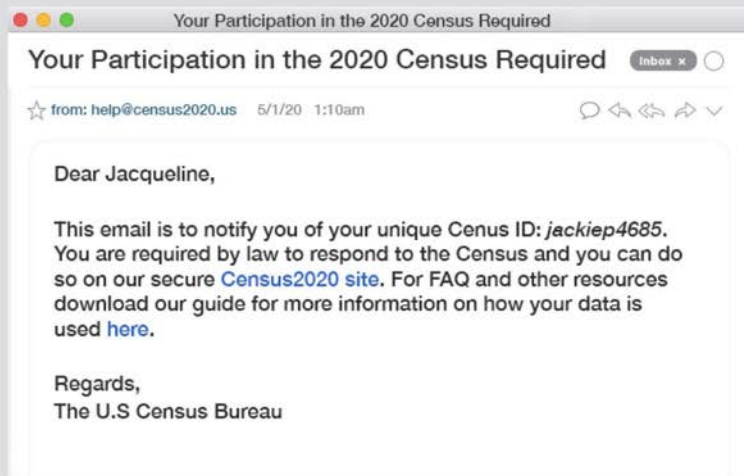
Classic misinformation is the simplest but most pervasive and difficult to combat form of disinformation surrounding the Census. It consists of inaccurate information that is spread – maliciously or otherwise – regarding the census. Disinformation campaigns are often started and propagated by bad faith actors who intend to exploit the real fears of historically undercounted communities such as Arab Americans, immigrants, and poor people. This sort of manipulation is key to the plans of organized disrupters who want to suppress the census count, and they will likely use both existing, pervasive rumors about the census in their campaigns, as well as false vulnerabilities or security breaches in the census due to the new online response option. Politically motivated authors of disinformation may hijack people's growing distrust of the government, fueled by security breaches and breakdowns such as healthcare.gov to try and negatively

influence the outcome of the census, and ensure an undercount of hard to count communities like Arab Americans.

TYPE TWO: WRONG DIRECTIONS

Website spoofing is a popular variant on phishing (the act of posing as a legitimate organization to trick individuals into providing sensitive information, such as password, financial information, or SSNs), involving the creation of a website with the intention to mislead visitors into believing the website belongs to a certain organization or business. The Census Bureau anticipates phishing attacks and website spoofs targeting the Census website, which, if successful, could disrupt the Census count. Additionally, it is possible that information from phished respondents could be released, exposing them to financial repercussions.

HOW TO SPOT A PHISHING EMAIL



Typos

Is the wrong name or a formal name used?

Inconsistencies

Do they use an old logo or odd format?

Extremes

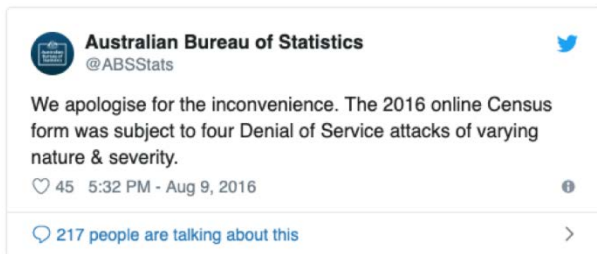
Was it sent at a weird hour?
Does it suggest something really bad or really good happened?

Generics

Is the sender's account vague?
Does the email signature include any details?

https://shorensteincenter.org/can-cities-save-census/#The_Rise_of_Disinformation

TYPE THREE: ROADBLOCKS



In 2016, the Australian Census was disrupted by a distributed denial of service (DDoS) attack from overseas. DDoS attacks involve an attacker overwhelming a website with a large number of requests, imitating the effect of a sudden mass influx of users and causing the website to shut down. According to the Australian Bureau of Statistics, the agency was able to successfully prevent three DDoS attacks earlier in the day but decided to close the website after a fourth

attack to prevent data breaches. Census officials are concerned about a possible repeat of this event during the 2020 United States Census. Additionally, census officials expect that over 60% of respondents will answer the census online. Given the total US population, it may be possible for real residents responding in good faith to overwhelm the census by themselves, potentially causing issues similar to those seen during the launch of Healthcare.gov in 2013. While denying respondents the ability to answer the census is not directly disinformation, failures of the census site can reduce trust in the Census and fuel misinformation. A lot is resting on the success of the 2020 census. Correct counts mean more accurate federal funding and representation in Congress, whereas failure in any area could mean reduced trust in government and online response forms. However, actual failure may not be as important as perceived failure, and this is where combatting disinformation is vital. Effective protection against census-related disinformation has to begin early, be maintained throughout the census, and continue afterwards, so that the narrative of the census cannot be distorted after its completion.

In a series of blog posts, AAI will explain existing Census Bureau plans to protect against each type of disinformation and interference in the 2020 Census, what policies could mitigate disinformation in the future, and what individuals can do to help push back against disinformation on their social media.

Stay up to date on how to combat disinformation by joining the YallaCountMeIn! campaign today and help promote a fair and accurate count of Arab Americans right now!

This post was guest-authored by Emma Drobina, a Summer 2019 PhDX Fellow at the Arab American Institute.



Philly Counts 2020: Stephanie Reid breaks down the city's preparation for the upcoming census

The Executive Director of Philadelphia's newest department visited AL DÍA on July 18 to discuss everything census 2020 in Philly.

August 27, 2019, By [Nigel Thompson](#)

If you look at a census map of Philadelphia, almost the entire city falls in the red. What it means is that Philadelphia is a “hard-to-count” zone — a designation for areas of the country where census participation is less than the national average and undercounts often occur.

It means jobs like the one Stephanie Reid took in January 2019 are not easy.

As the Executive Director of Philly Counts 2020, Reid oversees the city's efforts alongside the regional census bureau to spread awareness and encourage participation in the 2020 census.

The job was created after Philadelphia Mayor Jim Kenney announced the creation of Philly Counts 2020 through an executive order not long after hiring Reid. The new department is central to the city's efforts to reverse its red appearance on census maps.

“We can't neglect the fact that this is a problem all across the city, so we need a citywide strategy,” said Reid, who visited AL DÍA on July 18 to discuss the city's role in the upcoming census count.

Its strategy is based around three challenges identified by the new department going into 2020: Internet-based processes, the decrease in funding for fieldwork and the gap in public trust for the government.

A digital-first approach

Unlike 2010, the 2020 census is taking a digital-first approach. In addition to encouraging all who can to fill out the census online, all the staffing and training of its workforce will be done digitally.

The theory is that by taking the census online, it will cost less money to complete, but Reid doesn't think Philly's situation falls into that line of reasoning.

“That's not our calculus,” she said.

To back her claim up, the American Community Survey, released by the U.S. Census Bureau in 2017, found that only 71.6% of households in Philadelphia had broadband internet access compared to a national average of 83.5%.

Despite the lack of internet access, especially in the city's poorer neighborhoods, Reid cited the work of city organizations like KEYSPOts and the mayor's Digital Literacy Alliance as signs of progress over the last decade.

She said these efforts make Philly a lot better equipped than other areas of the country — such as rural areas — to embrace the digital-first approach.

“We do have good networks that we're working with, and starting to tap so we can put plans together,” said Reid.

Community outreach in place of funding

The online approach also makes up for the lack of funding for field-based operations — another challenge identified by Reid and Philly Counts 2020.

In 2010, \$554,000 was available for community organizations in and around Philadelphia to apply for in order to fund census outreach. This time there is no funding available from the Census Bureau for any community-based operations.

In its place is what each individual municipality does to involve the community in the census, along with outreach performed by the Census Bureau itself.

Philly Counts 2020's outreach is led by the Complete Count Committee. Led by Mayor Kenney, the committee is comprised of 19 different subcommittees that represent different hard-to-count populations and special interest communities in the city.

The committees were formulated by looking back at data from 2010 and identifying areas for improvement.

"While this is incredibly different, there is a lot you can learn from history," said Reid.

Once pinpointing the populations in need of more representation, the department set about finding the leaders for each group over what Reid said was a two-month period of community engagement.

"Making sure that people are reflective of the communities that they're going to be organizing was a really important piece of it to make sure that we had the right people at the table," she said.

Reid also said many of the door-to-door listers, who verify addresses, and enumerators, who actually administer the census, are also pulled to work in the zip codes where they live.

Building back trust

In the process, Reid said she's learned the different ways individual communities view the census.

"It definitely varies a lot," said Reid.

She cited how the concept doesn't translate for some — especially immigrant communities — so more explanation is needed of the process and purpose, while others have a negative history with the count.

The Complete Count Committee allows the city to take a tailored approach to how it messages and talks about the census.

"We want to talk about the things that matter most in each community," said Reid.

It also helps regain some public trust for the government, which is the third challenge for Philly Counts 2020.

Much of Reid's conversation on July 18 with AL DÍA around the lack of public trust in the government and the census centered on President Trump's failed crusade to include a citizenship question.

The Supreme Court blocked the inclusion of the question on June 27. Reid said "with absolute certainty" that it will not be on the census, but admitted a lot of work still needed to be done communicating its exclusion to communities.

Her solution is to make sure as many trusted messengers involved in the census process know how to talk about the issue as possible.

"It's not enough that I know how to talk about this, or the press does, or the mayor does, or even the heads of our community-based organizations," said Reid. "We need to make sure that these local, like hyper-local, trusted messengers and leaders know. I'm talking teachers, ministers, those kinds of folks."

The plan culminates in one day on September 17, when Philly Counts 2020 institutes its Census Champion Training. It will teach participants to answer many of the basic questions surrounding the importance of the census, including those surrounding the citizenship question.

The goal is to train 1,000 people during the day in five different languages.

Memo

To: Brian Abernathy, Managing Director, City of Philadelphia

From: Gabriela Raczka, Engagement Manager, Philly Counts 2020

cc: Stephanie Reid, Executive Director, Philly Counts 2020

Date: 12/12/19

Re: Report of activities of the Municipal subcommittee and all plans with City departments for actions to support a complete and accurate count in the 2020 Census.

Departmental Meetings

To date, Philly Counts has led 4 Municipal Subcommittee meetings and held individual meetings with the following departments:

- | | |
|--|--|
| 1. Aging Commission | 12. Mayor's Office of Education |
| 2. DBHIDS | 13. Mayor's Office of Public Engagement |
| 3. Department of Human Services | 14. Mural Arts Philadelphia |
| 4. Department of Public Property | 15. Office of Adult Education |
| 5. Department of Revenue | 16. Office of Homeless Services |
| 6. Free Library of Philadelphia | 17. Office of Immigrant Affairs |
| 7. Grants Office | 18. Office of Transportation, Infrastructure, and Sustainability |
| 8. Licenses and Inspections | 19. Philadelphia Fire Department |
| 9. Mayor's Office of the City Representative | 20. Philadelphia Parks and Recreation |
| 10. Mayor's Office of Civic Engagement and Volunteer Service | 21. Philadelphia Water Department |
| 11. Mayor's Office of Diversity and Inclusion | 22. Philly311 |

The following meetings are scheduled but have not occurred yet:

1. Planning Commission
2. Commerce Department
3. Department of Prisons
4. Philadelphia More Beautiful Committee

The following departments have not scheduled a meeting:

1. Philadelphia Police Department
2. Police Advisory Commission
3. Town Watch Integrated Services
4. Community Empowerment and Opportunity
5. Sustainability
6. Innovation and Tech
7. Pensions
8. Health Department

Actions and Commitments

In our meetings, we have grouped our requests into 4 categories:

1. External Communications and Engagement
2. Educate and motivate staff (Internal Engagement)
3. Census Jobs
4. Digital Access

External Communications and Engagement

Philly Counts asked all departments to share information with their constituents in a number of ways including Census Champion trainings, at community events, through social media and other external communication streams.

Highlights:

- The Office of the City Representative is working with Philly Counts to host a large Census Day Rally
- DHS Communications team is working with Philly Counts to design materials targeting their stakeholders and adding inserts about counting foster children on the census form to the stipends for the foster parents.
- Free Library is hosting ongoing Census Champion trainings and job fairs at the main branch and regional libraries in historically undercounted neighborhoods.

The following departments are actively working on outreach and external engagement: Aging Commission, DBHIDS, Department of Human Services, Department of Revenue, Free Library of Philadelphia, Mural Arts Philadelphia, Office of Adult Education, Office of Homeless Services, Office of Immigrant Affairs, Office of Transportation, Infrastructure, and Sustainability, Mayor's Office of Diversity and Inclusion, Mayor's Office of Public Engagement, Mayor's Office of City Representative, Philadelphia Fire Department, Philadelphia Parks and Recreation, Philadelphia Water Department, Philly311

Educate and Motivate Staff

Philly Counts has asked City departments to have staff trained as Census Champions and to encourage participation in the 2020 Census.

Highlights:

- Census Champion training had 83 participants from City departments on 9/17, many from Commerce and PMBC.
- Mayor's Office of Public Engagement and the Office of Immigrant Affairs trained multiple staff members and supported Philly Counts by leading several Census Champion Trainings on 9/17.
- Parks and Recreation held trainings for all of its Recreation Leaders and Philly311 held trainings for all call center agents.

Hosted specific census trainings for their department: Department of Human Services, Free Library of Philadelphia, Office of Adult Education, Philadelphia Parks and Recreation, Philly311.

The following departments worked to share information with their staff in other ways: DBHIDS, Department of Human Services, Department of Revenue, Free Library of Philadelphia, Licenses and Inspections, Office of Adult Education, Mayor's Office of Diversity and Inclusion, Mayor's Office of Public Engagement, Philadelphia Fire Department, Philadelphia Parks and Recreation, Philly311

Census Jobs

The US Census Bureau is behind on recruitment and has experienced higher than anticipated drop off through the onboarding process. We are providing support setting up job applications fairs in low response areas. The following departments have provided support by hosting a job fair:

Highlights:

- The Aging Commission has connected us with all of the senior centers in their contact list to host job fairs. The response has been tremendous, with more than a dozen centers already confirmed to host an event.

- DBHIDS will partner with the servicing agencies to offer job fairs in Kensington, which has had a very low response rate for jobs.
- Free Library is encouraging every branch in a historically undercounted community to host a job fair before the end of January.

The following departments have been actively promoting census jobs, both internally and externally: Aging Commission, DBHIDS, Free Library of Philadelphia, Philadelphia Water Department

Digital Access

Philly Counts knows that digital access will be key to a complete and accurate 2020 Census. We have asked City departments to consider ways that they can increase digital access through their public facing staff and spaces. The following offices are setting up stations or opening up computers they already have for people to be able to complete their census form:

Highlights:

- The Department of Revenue will set up a mobile computer station in the concourse for customers to complete the census while they wait for other City services.
- Free Library has extended hours for the public computers for anyone doing Census Job training and educating staff to encourage the public to respond to the census on their public computers.
- KEYSPOTS is working to set the home screen to the Census Questionnaire.

The following departments are working on some form of support to bridge the digital divide: Department of Revenue, Free Library of Philadelphia, Office of Adult Education, Philadelphia Parks and Recreation

If you have any questions or need additional information, please email gabriela.raczka@phila.gov and stephanie.reid@phila.gov.



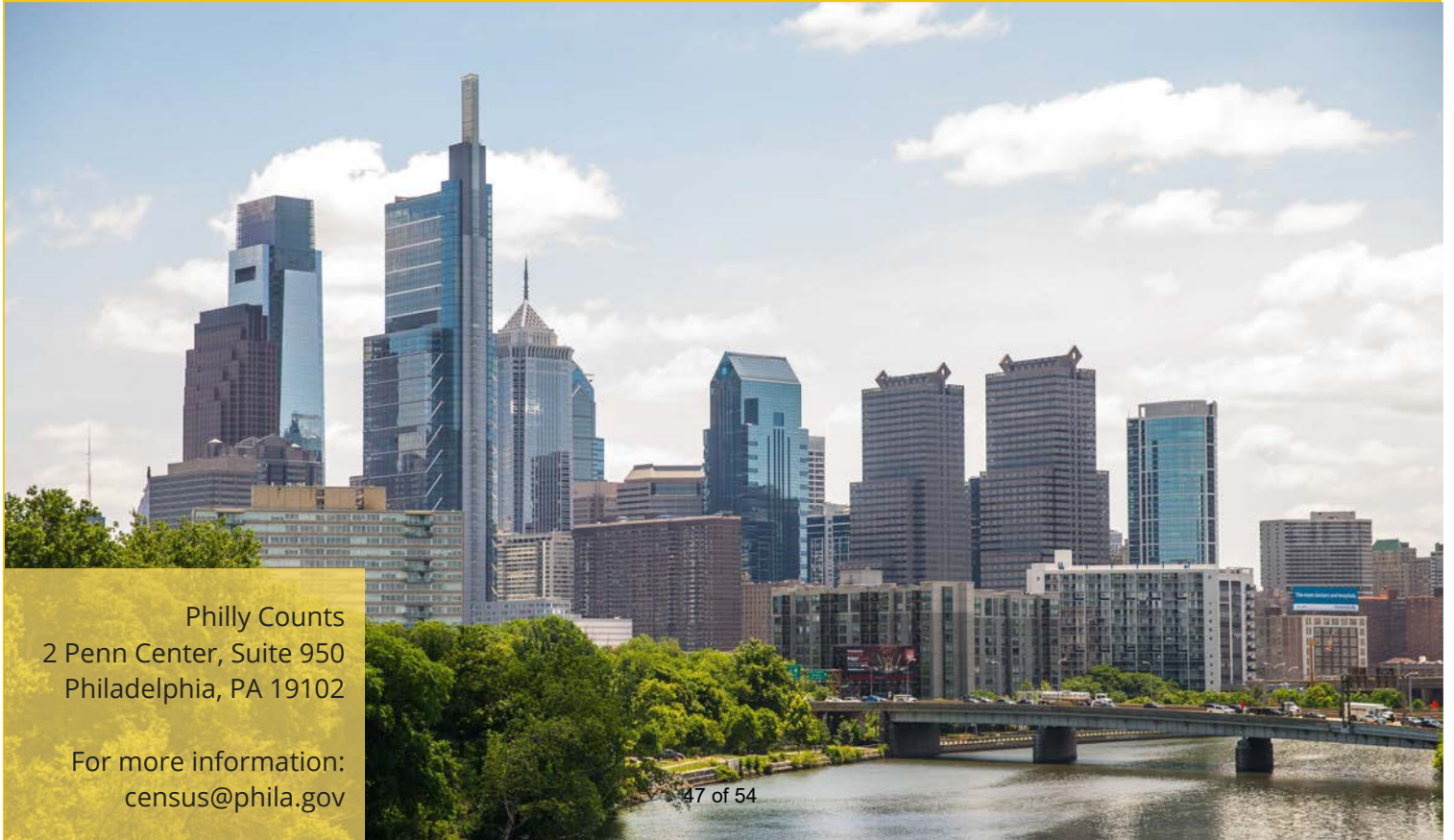
Philly Counts

AUGUST 2019

2020 Census

Planning Toolkit

Make it Count



Philly Counts
2 Penn Center, Suite 950
Philadelphia, PA 19102

For more information:
census@phila.gov

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INTRODUCTION

WE NEED YOU TO MAKE IT COUNT!

“*"An accurate count is vital to our city's future, which is why we established Philly Counts 2020 and the Complete Count Committee. We know that community education and outreach leading up to the 2020 Census will be key to a successful count, and we are prepared to do the work to make it happen."*

”
-Mayor Jim Kenney

Mayor Kenney established the Philly Counts office to lead the City's effort to ensure a complete and accurate count. Every person in Philadelphia counts.

Philly Counts is not in charge of conducting the census nor the hiring process for Census jobs, but our office supports and elevates the work already planned by the U.S. Census Bureau, which is responsible for the decennial census.



At Philly Counts, we are committed to helping every member of our community understand why the census is critical to their lives and how to participate in 2020.

We will work closely with the Complete Count Committee and volunteers around the city to execute a grassroots, neighbor-to-neighbor strategy.

Join us in overcoming the challenges of the 2020 Census, including the first web-based self-response and less federal resources to reach our communities than in past years.

We will build trust, dispel myths, and support all Get Out the Count efforts around Philadelphia to ensure a complete and accurate count!

Philly Counts

A description of our events

Census Champion Training

Community members will be equipped with important information about the census to share with their friends and neighbors

Rapid Response Events

Series of events that mobilize non-responsive areas to fill out the 2020 Census and get counted

Census Action Day

Across the city, action leaders will coordinate activities and events to increase awareness about the census

Census Action Leader Summit

Full-day summit focused on training and planning for census actions at the neighborhood level

Digital Engagement

Our Census Social Action Team will receive social media toolkits with key information and updates to share with their networks

TAKE ACTION TODAY!

The City needs YOUR help to make sure everyone is counted in Philadelphia. We are looking for volunteers to support Philly Counts events, staff job fairs across the city, distribute and collect Commit to Count Cards, enter data, and more!

Every person counts and so does every action.

Sign up to volunteer at:

www.phila.gov/census

Complete Count Committee Meeting

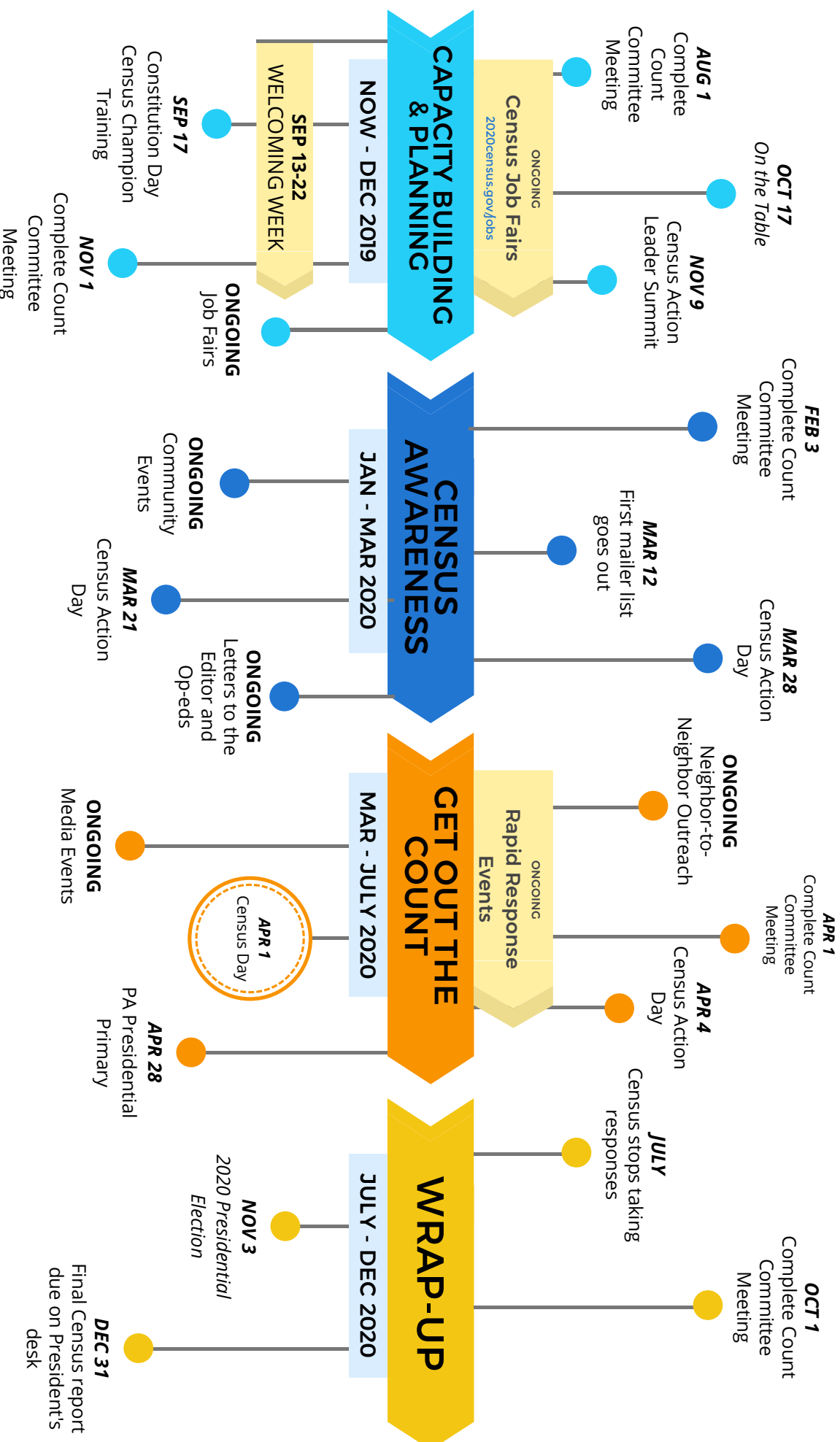
Quarterly meeting of Mayor Kenney's volunteer committees supporting the 2020 Census in historically under-counted communities



Philly Counts

Action Timeline

The City of Philadelphia is committed to helping every member of our community understand why the census is critical to their lives and how to participate. In Philadelphia, **every** person counts!



PHILLY COUNTS' GOALS



Our combined goal is to ensure a complete and accurate count. We need to get our message out to EVERY resident of Philadelphia. People need to know why it is important to complete the census, regardless of age, gender, race, or citizenship status.

We will track our progress based on the following goals:

- Collecting goal setting documents from all the Complete Count Committee members and community organizations and partners.
- Training a total of 2,500 Census Champions.
- Identifying 500 Census Action Leaders, at least one in every census tract.
- Connecting with 5,000 Social Media Ambassadors.
- Collecting 15,000 census pledge cards, Commit to Count.
- Supporting 100 job fairs with a total of 5,000 attendees.
- Raising one million dollars to support awareness and get out the count efforts of local organizations.

COMPLETE COUNT COMMITTEE GOALS

Each subcommittee will have their own customized goals and strategies based on the demographic they are working to reach.

This document should be used to set and track your individual and committee goals.

We encourage you to use the tracking documents provided for consistency in reporting, but you are welcome to use your own methods for planning and tracking in addition to the templates provided here.

We want to make sure that we are setting realistic goals that are manageable, measurable, and meaningful. Below are some suggestions. Feel free to add your own goals to this list.

SUGGESTED GOALS

- ___ number of people attending job fairs
- Canvass - make contact with ___ people or ___ houses
- Collect ___ pledge cards
- Host ___ number of events
- Recruit ___ Census Champions
- Organize ___ press events
- Lead a Phone Bank once a month with ___ number of calls made
- ___ social media impressions



Mural Credit: *Philly Painting* by Haas & Hahn
Mural Arts Philadelphia, 2012

EARNED MEDIA EVENTS

What is earned media? Publicity gained through promotional efforts other than paid media advertising.

Philly Counts is here to support any events you wish to invite the media to attend. We ask that you consult with our office before doing **ANY** media outreach.

What you will need to host a compelling media event:

- Recognized speakers
- Accessible and recognizable location
- Human story that inspires feeling
- New or unique angle
- Clearly defined message

Things to consider:

Prepare a Press Sheet: Name and short bio of all people who can speak to press about or during your event.

Write a short description of your event. Be sure there is an interesting hook with broad appeal to help pitch the story.

Identify a location for your event, consider set up and staging, where will the audience be? Where will the press be? Is the lighting sufficient for cameras?

Keep in mind:

- NOT EVERY EVENT IS IDEAL FOR MEDIA
- SUBMIT A REQUEST TO HOST A MEDIA EVENT BY EMAILING CENSUS@PHILA.GOV
- DO NOT HOST A MEDIA EVENT WITHOUT CONSULTING PHILLY COUNTS



