WILL YOU COUNT?
WHY THE 2020 CENSUS MATTERS

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Presented by

In partnership with
WELCOME

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COMPLETE COUNT TRAINING

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2020 Census: How Can You Use ROAM to Identify Hard to Count Communities

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MEDIA COMM

COMMUNITY ORG

EX-OFFENDER

FAITH BASED

EDUCATION (K-12)

HOMELESS

VETERANS

GROUP QUARTERS

RECRUITING

IMMIGRANT

BUSINESS

MAYOR COUNTY CHAIR
The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.

2. We will never share a respondent's personal information with other government agencies.

3. Results from the census are reported in statistical format only.

4. Records are confidential for 72 years by law (Title 44, U.S. Code).

5. All Census Bureau employees swear a lifetime oath to protect respondent information.

6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
Using Existing Data from the US Census

Census.gov

Census.gov/roam
COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring census outreach efforts for the people you serve.

https://www.census.gov/programs-surveys/sis.html

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.
The census counts every person living in the U.S. once, only once, and in the right place.

It’s about fair representation.
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It’s in the Constitution.
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It means $675 billion.
Census data determine how more than $675 billion are spent, supporting your state, county, and community’s vital programs.

It’s about redistricting.
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Taking part is your civic duty.
Completing the census is required. It’s a way to participate in our democracy and say “I COUNT!”

https://www.census.gov/partners/toolkit.pdf

United States Census Bureau
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
Response Outreach Area Mapper

JULY 2018

The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see The Low Response Score (LRS): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations and The 2020 Census at a Glance: Plan Census Outreach with the Response Outreach Area Mapper tool.

To help you get started, please reference ROAM's additional resources:

- User Guide
Main page – should look like this
How do we identify Hard To Count Communities, in ROAM?
Census Tract 820  
Arapahoe County, Colorado  
Low Response Score (%): 31.4  
2012-2016 ACS 5-year estimates  

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>4,198</td>
</tr>
<tr>
<td>Median Household Income ($):</td>
<td>42,198</td>
</tr>
<tr>
<td>Population Under 5 (%)</td>
<td>10.12</td>
</tr>
<tr>
<td>Population 18-24 (%)</td>
<td>16.48</td>
</tr>
<tr>
<td>Population 65 and Over (%)</td>
<td>7.58</td>
</tr>
<tr>
<td>Below Poverty Level (%)</td>
<td>26.13</td>
</tr>
<tr>
<td>Not High School Graduate (%)</td>
<td>15.72</td>
</tr>
<tr>
<td>Non-Hispanic, Black (%)</td>
<td>30.11</td>
</tr>
<tr>
<td>Non-Hispanic, White (%)</td>
<td>25.73</td>
</tr>
<tr>
<td>Hispanic (%)</td>
<td>34.04</td>
</tr>
<tr>
<td>American Indian or Alaska Native (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Asian (%)</td>
<td>4.07</td>
</tr>
<tr>
<td>Native Hawaiian or Other Pacific Islander (%)</td>
<td>5.05</td>
</tr>
<tr>
<td>Some Other Race (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Foreign Born (%)</td>
<td>23.04</td>
</tr>
<tr>
<td>No One in Household Age 14+ Speaks English &quot;Very Well&quot; (%)</td>
<td>10.29</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Spanish (%)</td>
<td>9.04</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Russian (%)</td>
<td>0.19</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Chinese (%)</td>
<td>0.82</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Korean (%)</td>
<td>0.21</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Vietnamese (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Tagalog (%)</td>
<td>0.34</td>
</tr>
<tr>
<td>Population 5+ Who Speak English Less Than &quot;Very Well&quot; and Speak Arabic (%)</td>
<td>0.00</td>
</tr>
<tr>
<td>Total Housing Units</td>
<td>1,076</td>
</tr>
<tr>
<td>Total Occupied Housing Units</td>
<td>1,750</td>
</tr>
<tr>
<td>Renter Occupied Housing Units (%)</td>
<td>83.77</td>
</tr>
<tr>
<td>Family Occupied Housing Units with Related Children Under 6 (%)</td>
<td>38.83</td>
</tr>
<tr>
<td>Population 1+ Who Moved From Another Residence Within the Last Year (%)</td>
<td>30.62</td>
</tr>
<tr>
<td>Vacant Housing Units (%)</td>
<td>6.72</td>
</tr>
<tr>
<td>Multi-Unit (10+) Housing (%)</td>
<td>68.87</td>
</tr>
</tbody>
</table>
Let’s take a look:

• ROAM
ROAM Activity -handout

From logging into the ROAM complete the following:

• 1. Select a geography for your area (like your city)
• 2. Select what appears to be a hard to count Census tract/neighborhood in that area.
• 3. Write below 3 key identifying variables (data) you see:
  • Low Response Score (LRS) __________
  • Key Variable ____________________ __________
  • Key Variable ____________________ __________
  • Key Variable ____________________ __________

After identifying these key variables, what strategies, organizations, people/trusted voices, funders, etc. might you might add to your CCC workplan?

• Strategies:
• Organizations:
• People/Trusted Voices:
• Funders (monetary or in-kind):
• Other:
RESPONSE PANEL

Amanda Gonzalez
Executive Director
Colorado Common Cause

Rosemary Rodriguez
Executive Director
Together We Count

Arturo Vargas
Chief Executive Officer
NALEO Educational Fund
CALL TO ACTION

Rosemary Rodriguez
Executive Director
Together We Count

Gillian Winbourn
Program Director
Together We Count
CLOSING

Renny Fagan
President and Chief Executive Officer
Colorado Nonprofit Association
THANK YOU!

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