October 23, 2018

WILL YOU COUNT?
WHY THE 2020
CENSUS MATTERS

Presented by

ROSE
COMMUNITY FOUNDATION

In partnership with

CRC
COMMUNITY RESOURCE CENTER

COLORADO
ASSOCIATION OF
FUNDERS

DENVER
METRO
CHAMBER
OF COMMERCE

Colorado
NONPROFIT
Association

WELCOME

Maria Fabula
President and Chief Executive Officer
Community Resource Center

COMPLETE COUNT TRAINING

Lily Griego
Partnership Coordinator
U.S. Census Bureau

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

Lily Griego

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U.S. Census Bureau-Denver Region

MEDIA COMM

BUSINESS

IMMIGRANT

COMMUNITY ORG

RECRUITING

MAYOR COUNTY CHAIR

EX-OFFENDER

GROUP QUARTERS

FAITH BASED

VETERANS

EDUCATION (K-12)

HOMELESS

United States Census Bureau

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

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 respondents 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.
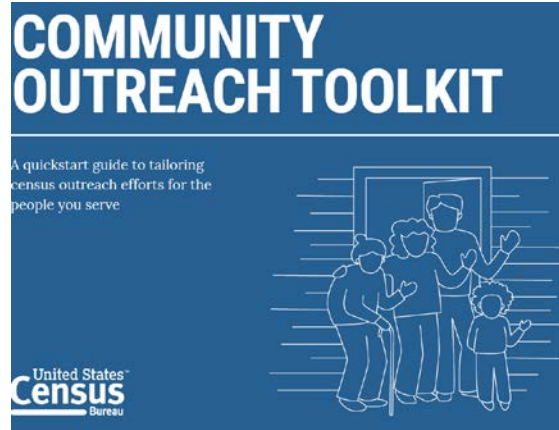6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000

Using Existing Data from the US Census

Census.gov

Census.gov/roam

CCC TOOLS

STATISTICS IN SCHOOLS

COMMUNITY OUTREACH TOOLKIT

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

United States Census Bureau

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

United States Census Bureau
EVERYONE COUNTS.

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

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☐   Search

BROWSE BY TOPIC   EXPLORE DATA   LIBRARY   SURVEYS/ PROGRAMS   INFORMATION FOR...   FIND A CODE   ABOUT US

// Census.gov / Census Infographics & Visualizations / 2017 / **Response Outreach Area Mapper (ROAM)**

Library

About the Library
America Counts: Stories
Audio
Infographics & Visualizations
Photos
Publications
Reference
Videos
Working Papers

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

Related Information

American Community Survey (ACS)

The Planning Database (2015-2016)

You May Be Interested In
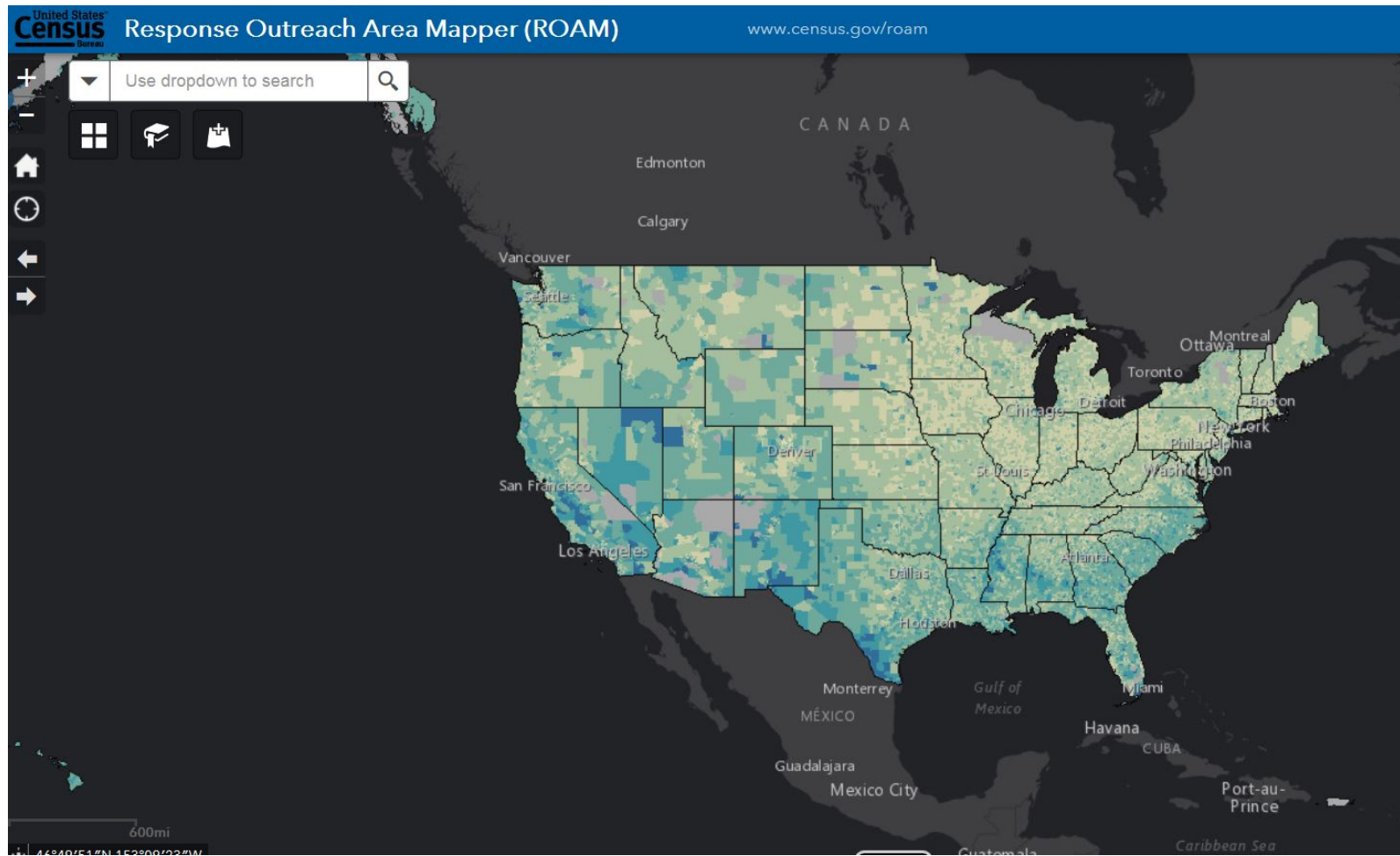
RELATED TOPICS
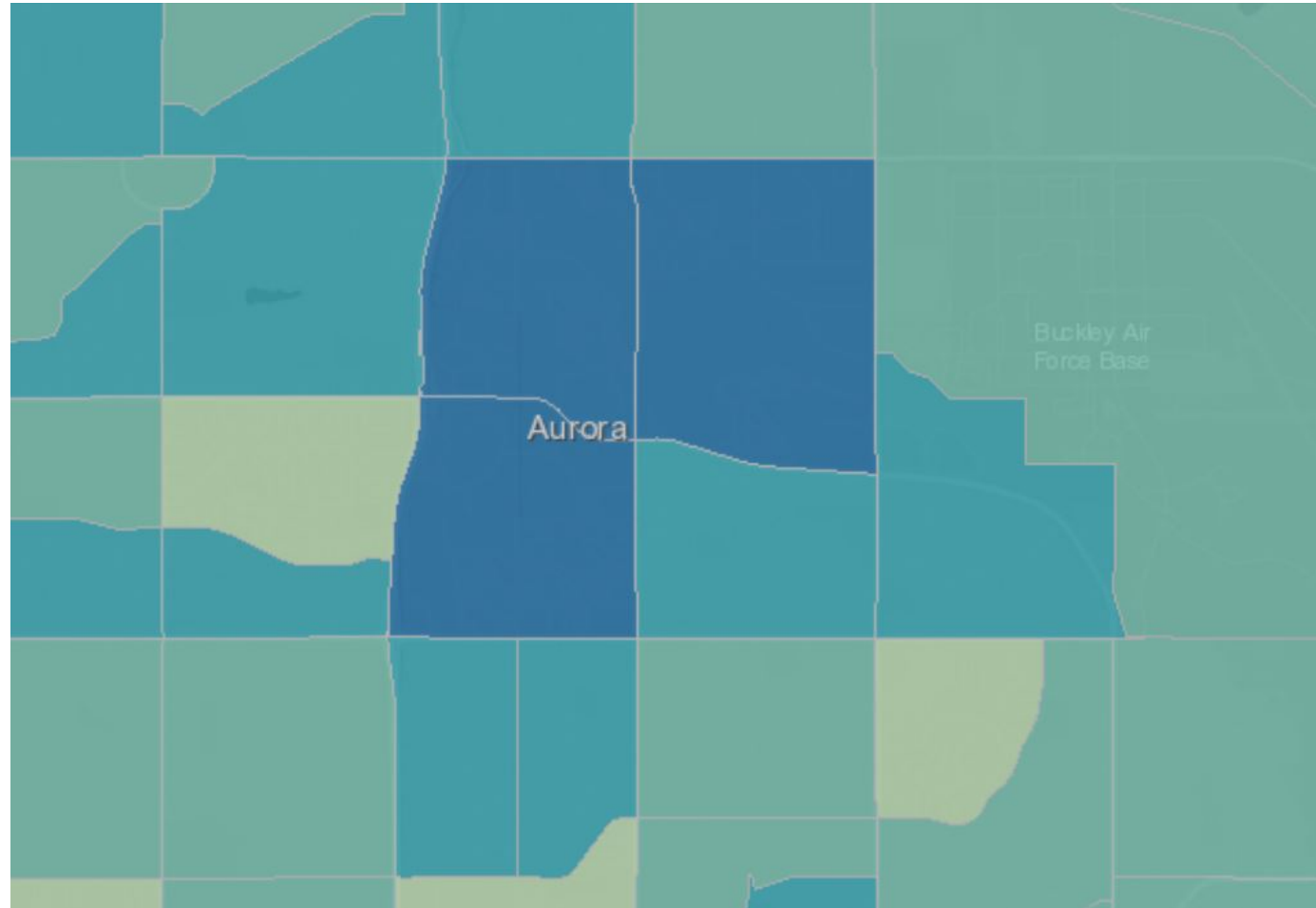Census Business Builder (CBB)

AROUND THE BUREAU
Software

MOST POPULAR
Population
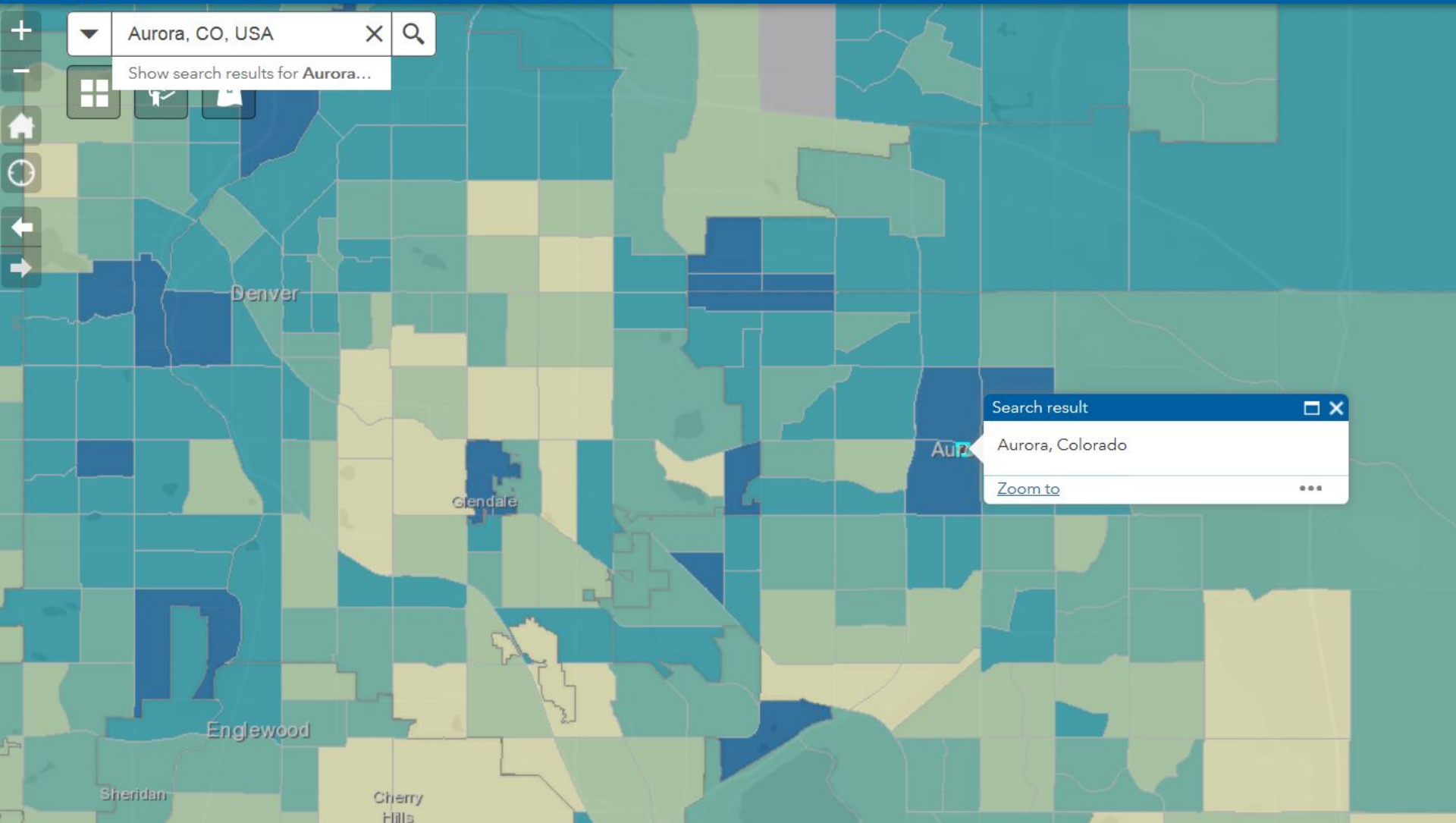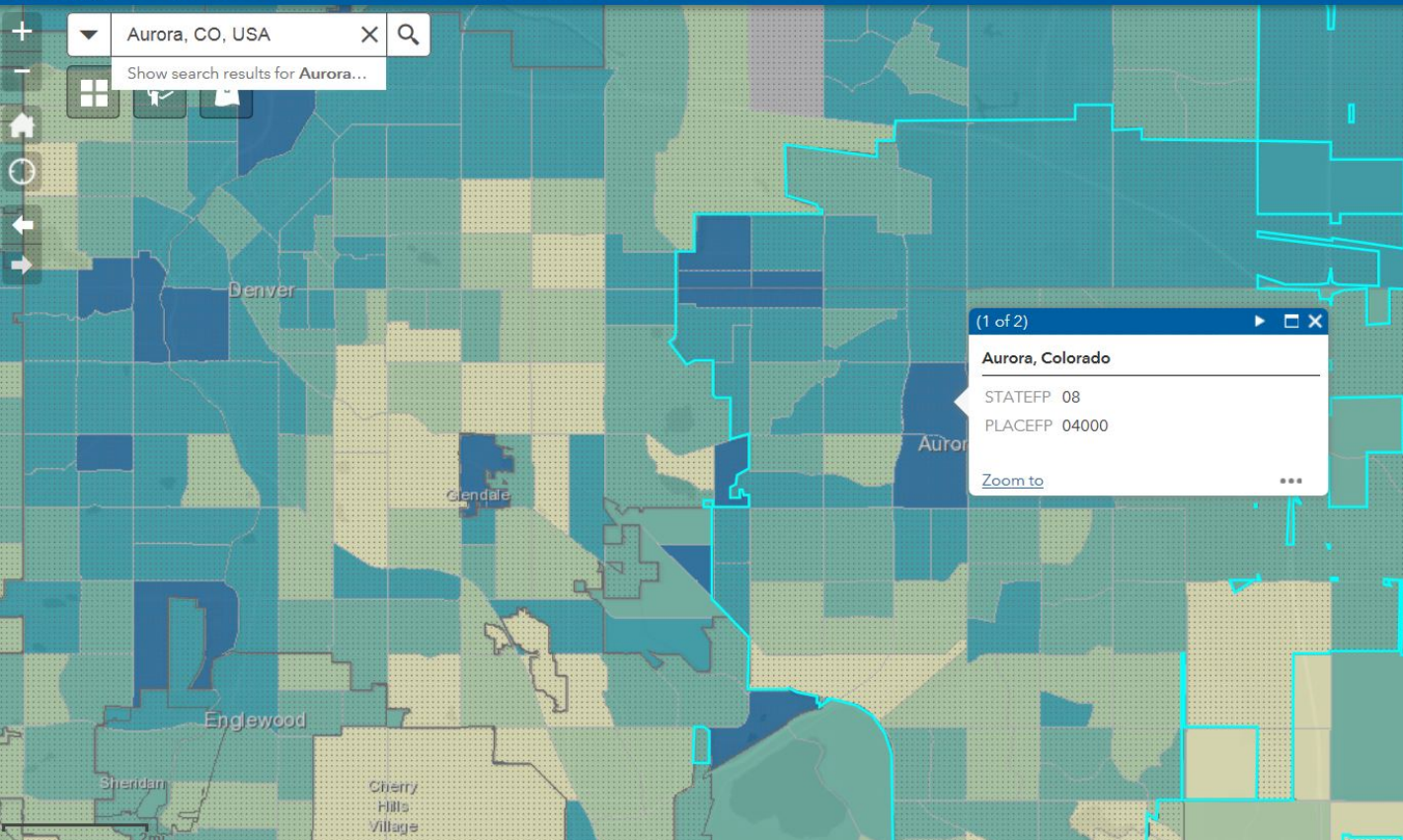
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Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Main page – should look like this

How do we identify Hard To Count Communities, in ROAM?

Aurora, CO, USA

Show search results for Aurora...

Denver

Aurora

Glendale

Englewood

Sheridan

Cherry
Hills
Village

39°44′28″N 105°01′44″W

Esri, H

(2 of 2)

Census Tract 820
Arapahoe County, Colorado

Low Response Score (%): 31.4

2012-2016 ACS 5-year estimates

Total Population: 4,198
Median Household Income ($): 42,198
Population Under 5 (%): 10.12
Population 18-24 (%): 16.48
Population 65 and Over (%): 7.58
Below Poverty Level (%): 26.13
Not High School Graduate (%): 15.72
Non-Hispanic, Black (%): 30.11
Non-Hispanic, White (%): 25.73
Hispanic (%): 34.04
American Indian or Alaska Native
(%): 0.00
Asian (%): 4.07
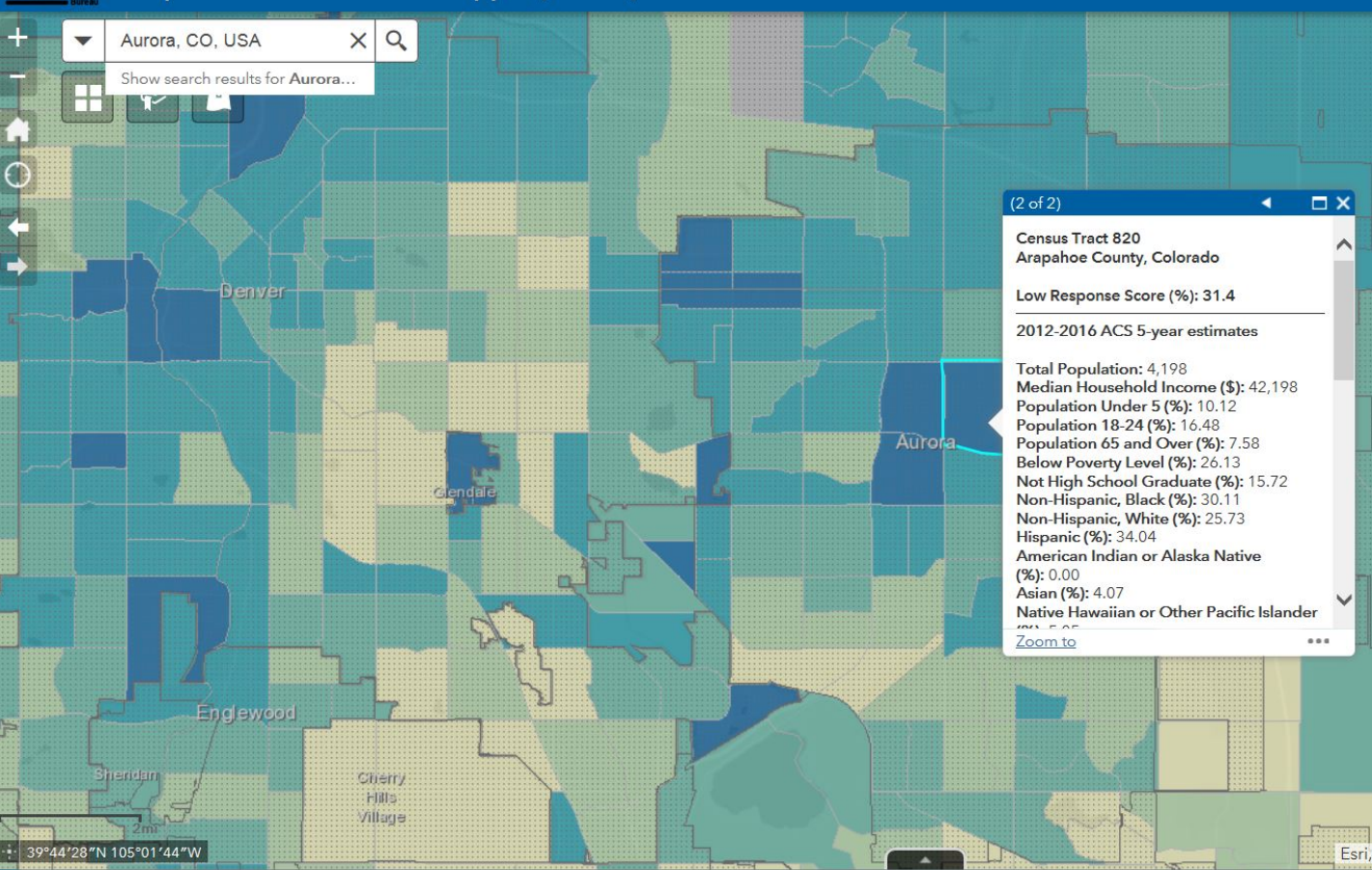Native Hawaiian or Other Pacific Islander

Zoom to

Layer List

Operational Layers

- ▼ ☑ Additional Layers
  - ▶ ☐ Regional Census Center (RCC) Layer
  - ▶ ☐ Area Census Office (ACO) Layer
  - ▶ ☐ American Indian, Alaska Native, and Native Hawaiian Areas Layer
  - ▶ ☐ School District Layers
  - ▶ ☐ Legislative Area Layers
  - ▶ ☐ ZIP Code Tabulation Area (ZCTA) Layer
  - ▶ ☑ Place Layer
- ▶ ☑ Low Response Score by 2016 Census Tract

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Aurora, CO, USA

Layer List

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Hispanic (%): 34.04
American Indian or Alaska Native (%): 0.00
Asian (%): 4.07
Native Hawaiian or Other Pacific Islander (%): 5.05
Some Other Race (%): 0.00
Foreign Born (%): 23.94
No One in Household Age 14+ Speaks English "Very Well" (%): 10.29
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 9.04
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.19
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.82
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.21
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.34
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00
Total Housing Units: 1,876
Total Occupied Housing Units: 1,750
Renter Occupied Housing Units (%): 83.77
Family Occupied Housing Units with Related Children Under 6 (%): 38.83
Population 1+ Who Moved From Another Residence Within the Last Year (%): 30.62
Vacant Housing Units (%): 6.72
Multi-Unit (10+) Housing (%): 68.87

Zoom to

39°37'50"N 104°57'58"W

Village

2mi

Esri, H

United States Census Bureau

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census.gov

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
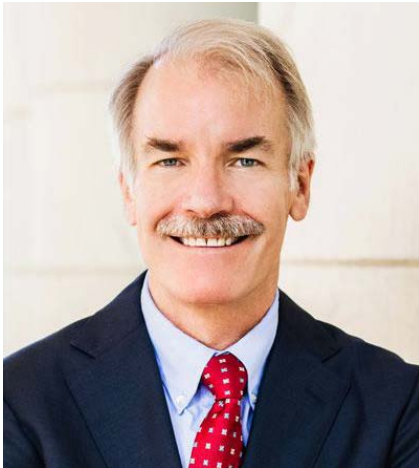**Chief Executive Officer**
NALEO Educational Fund

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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