

October 23, 2018

WILL YOU COUNT?

WHY THE 2020 CENSUS MATTERS

Presented by



In partnership with



WELCOME



Lindy Eichenbaum Lent
President and Chief Executive Officer
Rose Community Foundation



KEYNOTE



Arturo Vargas
Chief Executive Officer
NALEO Educational Fund





Democracy at Risk: The State of the 2020 Census

October 23, 2018

Arturo Vargas
Chief Executive Officer
NALEO Educational Fund

ARTICLE I, SECTION 2

"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct."



XIV Amendment

"Representatives shall be apportioned among the several States according to their respective numbers, **counting the whole number of persons** in each State ..."

Census data are the basis of our
REPRESENTATIVE DEMOCRACY
critical to the
PROTECTION OF CIVIL RIGHTS
used annually to distribute
BILLIONS IN FEDERAL FUNDS
and used to
MAKE INFORMED DECISIONS

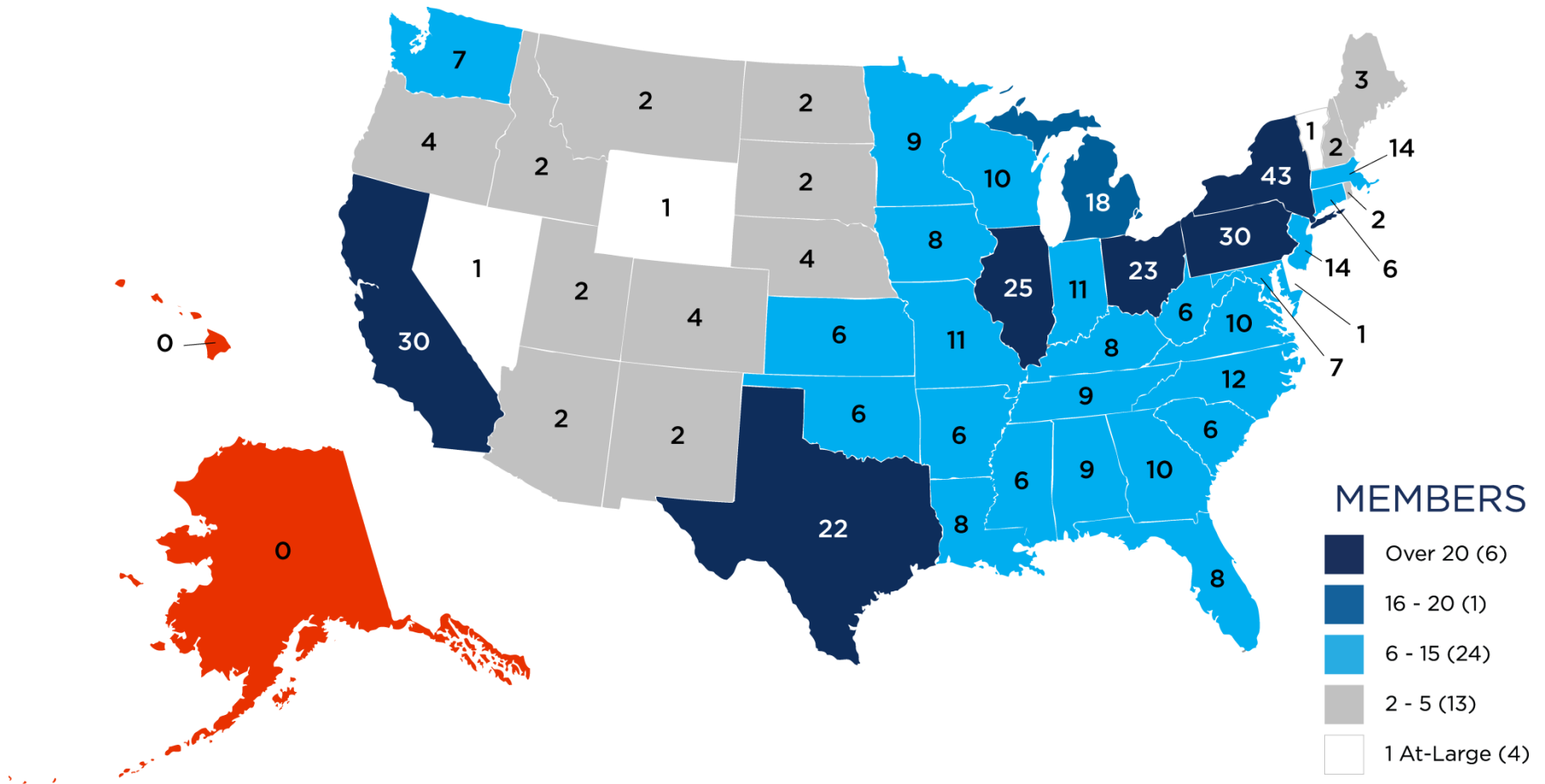
Census data are used for apportionment of Congressional seats, and redistricting at all levels of government.

Census data are indispensable for monitoring and enforcement of a broad range of civil rights policies.

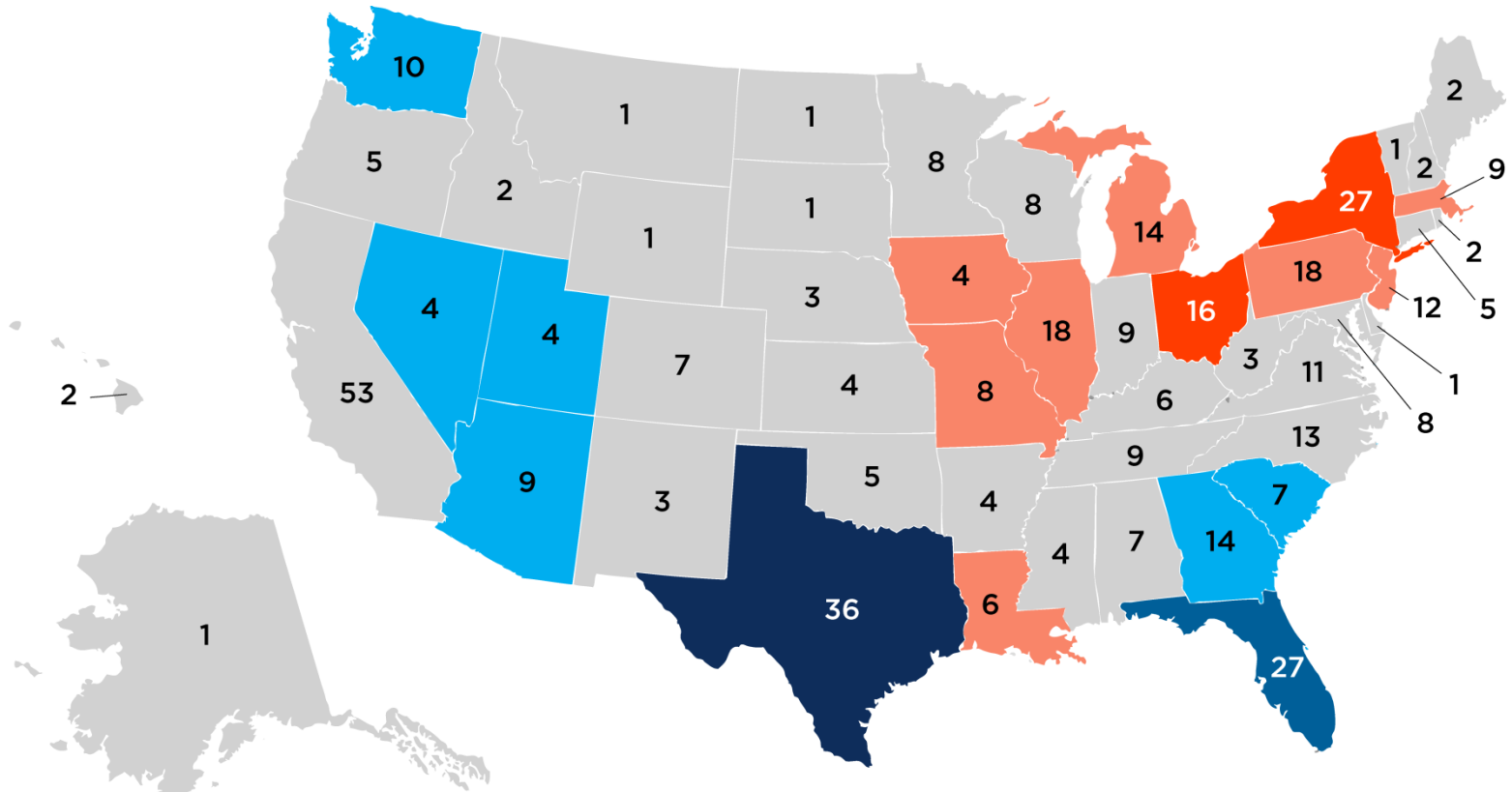
Census data guide the allocation of more than \$700 billion in federal government resources to states, localities and families every year.

Members of U.S. House by State 1952 - 1960

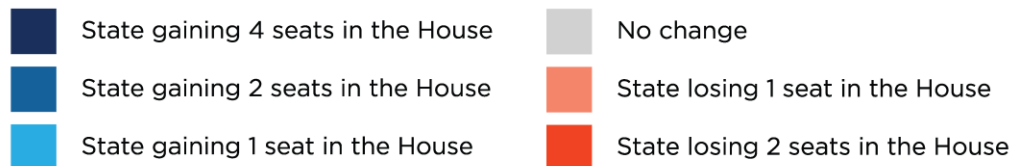
Based upon Apportionment Population for 1950 Census
The house was temporarily increased to 437 with the admissions of AK and HI



Apportionment of U.S. House of Representatives after the 2010 Census



CHANGE FROM 2000 - 2010



Census data and the allocation of federal funds

More than \$800 billion in FY 2015 federal funding was distributed on the basis of Census-guided data; **more than \$8.1 billion to Colorado.**

Top 11 Census-guided federal programs

Program	Amount (in billions)
Medicaid	\$312.0
Supplemental Nutritional Assistance Program	\$69.5
Medicare Part B – Physicians Fee Schedule Services	\$64.2
Highway Planning and Construction	\$38.3
Section 8 Housing Choice Vouchers	\$19.1
Title I Grants to Local Education Agencies	\$13.9
National School Lunch Program	\$11.6
Special Education Grants (IDEA)	\$11.2
State Children’s Health Insurance Program	\$11.1
Section 8 Housing Assistance Payments Program	\$9.2
Head Start/Early Head Start	\$8.3

Source: Andrew Reamer, *Counting For Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, initial analysis, George Washington University, June 2017

Undercount of very young Latino children

Census 2010 missed **more than 400,000** very young Latino children – **8,000 in Colorado.**

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

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



2020 Census

Proposed Changes and New Approaches

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



Internet response as primary response option



Redesign of questions on Hispanic origin and race



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



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

The Census Bureau plans to open 248 Area Census Offices

Four in Colorado *(as of November 6, 2017)*

- Aurora
- Colorado North
- Colorado Springs
- Denver

The 2020 Census that is proceeding is NOT the operation the Bureau has been planning for the past decade

- Years of underfunding have significantly altered the Bureau's preparations and plans for the 2020 Census.
- Rural communities hit hard: Update/Enumerate replaced by Update/Leave in most areas; no final tests in rural communities.
- Plans for the Dress Rehearsal in three diverse sites replaced by a single, limited "End-to-End test" in an urban site.
- Ban on hiring work-authorized non-U.S. citizens.
- The 2020 Census questionnaire has been radically changed in the final months before the enumeration, including the abrupt, unexplained changes to the Bureau's plans for data collection on Race and Ethnicity, and the last minute addition of a citizenship question.



Two-question format on Race and Hispanic origin for Census 2020 raises questions

- Only one Latino national origin will be reported by Census Bureau regardless of how respondents answer.
- Unclear how Latinos will be respond to detailed reporting of White and Black sub-group identifications; Afro-Caribbean examples not included in Black/African American question.
- Census Bureau projects that with this approach, "Some other race" will become second largest racial group in the nation after Census 2020.

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

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

What is this person's race?

Mark ☒ one or more boxes **AND** print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↴

- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↴

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

- | | | |
|---|--|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian – <i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> ↴ | <input type="checkbox"/> Other Pacific Islander – <i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> ↴ | |

- ☐ Some other race – *Print race or origin.* ↴

Other administration and legislative issues

- No permanent Census Bureau Director since July 1, 2017. Dr. Stephen Dillingham has been nominated for the position; NALEO Educational Fund is evaluating the nomination
- The GAO has designated Census 2020 as a “high risk” activity, citing new enumeration approaches and uncertain, and underfunded, IT systems
- Erosion of public trust regarding the privacy of information given to the Census Bureau, including via the internet, and increased fear among immigrants in contact with the government
- The Census Bureau’s financial situation has improved, but funding is still inadequate. FY 2019 appropriations projected to be **\$3.015 billion**; advocates support **\$3.452 billion** to adequately fund final preparations

Administration's last minute addition of a Citizenship Question puts Census 2020 at serious risk

- On March 26, the Secretary Ross agreed to a DOJ request and ordered the addition of a citizenship question
- Secretary Ross subsequently reported this was his idea all along, and that he asked DOJ to make the request
- Census Bureau submitted Census 2020 questionnaire to Congress with this question, but not with the topics as required by March 2017

Is this person a citizen of the United States?

☐ Yes, born in the United States

☐ Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

☐ Yes, born abroad of U.S. citizen parent or parents

☐ Yes, U.S. citizen by naturalization – *Print year of naturalization* ↗

☐ No, not a U.S. citizen

Eight lawsuits are pending

- Two lawsuits in the Southern District of New York, which have been consolidated into one (State of New York, et. al.; ACLU and NYCLU); two lawsuits in the Northern District of California (State of California; LCCRUL), and the District of Maryland (MALDEF/AAAJC; National Redistricting Foundation) on the citizenship question.
 - The New York case is proceeding most quickly. In July, Judge Jesse Furman granted additional discovery. Motions are now before the Supreme Court. Trial may start in November.
 - Judges have rejected the Administration's motions to dismiss the litigation, and the cases are moving forward.
 - MALDEF/AAAJC lawsuit includes American Indians, conspiracy theory.
- NAACP lawsuit alleges 2020 Census will undercount African Americans.
- Alabama filed lawsuit to remove undocumented immigrants from the reapportionment count.

NALEO's current position on the Citizenship Question

- Accurate and reliable information is not yet available about how the Census Bureau will handle the Citizenship Question; an internal working group will determine:
 - What the Bureau will do if the question is left blank
 - What will happen if the question is not answered accurately
 - If it will use administrative records from DHS, Department of State, USCIS and other sources, to “impute” an answer
- The Administration has nominated a new Census Bureau Director and it is unknown what policy agenda he may implement
- Once these determinations are made, NALEO will be able to provide guidance on the Citizenship Question
- Community leaders must work to avoid panic and misinformation



NALEO MESSAGING RESEARCH

GENERAL VIEWS ON CENSUS

Participants had a **generally positive view** of the Census.

Hesitation, fear, and cynicism arose among focus group participants when they saw a version of the actual questionnaire

- The citizenship question raised the most concerns, anxiety increased as participants considered the reality of providing their information to the current administration

There was **lack of confidence that the data provided would be kept confidential.**

"You know in Spanish the word, 'desconfianza'? Ok that's how I feel about it... ...So, for me personally, this gives me that "desconfianza" feeling, asking about citizenship. I don't think this Census is going to be very effective."



VIEWS ON RESPONSE MODES

Survey respondents overwhelmingly expressed a preference to complete the Census by mail on a paper form (75 percent)

Nearly 40 percent of respondents said it is **not convenient to complete the form online**

"There's people that don't have internet service down here in the Valley [Texas], some areas just don't have it."

"My mom is 61 years old and she's not going to go on the computer. She'll think it's a trick, won't like it, and won't fill it out. If I go help her out, yes, she'll do it. They are going to lose people who aren't comfortable online."

Over 64 percent of respondents said that **sending a Census worker to their home was not convenient**



2020 CENSUS MESSAGES

- **Any message is better than none:** all four messages tested - *Convenient, Safe, Required; Civic/Community Duty; Funding; Resistance/Defend Community* - performed better than the control group which received no message
- Messages about Census participation being **“Convenient, Safe and Required”** showed the most positive response in the survey

“Participating in the Census is safe and really easy, just a few clicks online. The Census protects your personal data and keeps your identity anonymous. By federal law, your response is required, and your information cannot be given out or shared”

- Messages about the role of Census data in providing **funding for local schools and community programs** were the most effective in the focus groups

“The government relies on the Census population count to determine funding for state and local services, including education, police, fire, and health care. Our community schools, hospitals, and first responders are depending on us to do our part and participate in the Census”



2020 CENSUS MESSAGES (continued)

Subgroup differences of note on the survey experiment

- **Immigrants** were especially **responsive to the convenience, safety, and required** message with **75 percent** saying they would definitely participate in response to the message. This is consistent with the serious privacy concerns voiced in the study
- **Women** were most **responsive to the civic and community duty** message with **57 percent** saying they would definitely participate in response to the message
- **Latinos under age 40** were most **responsive to the resistance** message, with **53 percent** saying they would definitely participate in response to the message



2020 CENSUS MESSENGERS

MESSENGERS

- Consistent with previous NALEO voter engagement research, **“Family Members”** were the most trusted messengers
 - Our previous voter engagement research also suggested that women in the household, in particular, were effective messengers
- **Nurses, doctors, health providers and Latino community organizations** were also highly trusted as messengers
- **People who speak for “the children” or “the schools”** – such as teachers -- were especially trusted and convincing (our previous research on voter engagement had comparable findings)
- **Elected officials were among the least trusted** as a reliable source for information

Prepare for Census 2020

- Review outreach and messaging approaches to determine strategies to adapt locally
- Use ROAM and CUNY mapping tools to identify “Hard to Count Census” tracts
- Identify partners and trusted messengers
- Work with state and local Complete Count Committees
- Advocate for state and local funding for Census outreach
- Urge Congress to provide the Census Bureau with adequate funding
- Push good candidates to apply for Census jobs – **Census.gov/jobs**
- Plan a “Get-Out-the Count” campaign
 - Prepare and disseminate informational materials
 - Provide questionnaire assistance
 - Conduct community forums
 - Work with traditional and social media on messaging campaign

TAKE ACTION!

#SaveTheCensus



A CAMPAIGN OF **NALEO**
Educational Fund

Join our Census 2020 campaign!

Visit www.NALEO.org

Email to censusGOTC@naleo.org with “**Subscribe**” in the subject line to join our Census email list.

Text “**CENSUS**” to **97779** to join our SMS/Census Get Out the Count list.

(Standard messaging rates apply).



Thank you.

Arturo Vargas

Chief Executive Officer

avargas@naleo.org

Twitter: [@ArturoNALEO](https://twitter.com/ArturoNALEO)

www.naleo.org

TOGETHER WE COUNT



Rosemary Rodriguez

Executive Director

Together We Count





togetherwecount.org

Together We Count is a project with the most timely message of the decade for all Coloradans. **Participation in the 2020 Census is essential to the vitality of the state and communities for economic and social health.** We need to ensure that every Coloradan understands the high stakes of the census for themselves and their communities.

Mission Statement

We work to understand the apprehensions that bar hard-to-count communities from census participation and develops trustworthy information to encourage being counted.

- ▶ To create a **statewide census engagement project** based on research conducted in hard-to-count communities.
-
- ▶ Establish a network of community based organizations and community leaders to mobilize complete count and Get Out the Count efforts.
-
-
-
-
-
-
- ▶ Develop a system to ensure **institutional memory** and create a plan of action as a resource for the next census
-
-
-
-

Diversity in stakeholders,
statewide perspectives that
strive for the inclusion of all.
Specific focus on those who
are historically undercounted.

Colorado focused with
consideration to
geographic differences

2020

Communication with the
Census Bureau and other
governmental
stakeholders

Understanding census
policies & practices.
Addressing historical &
structural inequalities.

Together We Count Advisory Board

Letty Bass	Executive Director	Merle Chambers Fund	Denise Maes	Legislative Policy Specialist	ACLU
Becca Bolden	Program Director	Boys and Girls Club of Colorado	Dace West	VP of Community Impact	The Denver Foundation
Brian Eschbacher	Education Contractor		Angeles Ortega	Director of Advancement	Denver Museum of Nature and Science
Patty Frederico			Patrick Potyondy	Legislative Policy Specialist	NCSL
Lee Gash-Maxey	Executive Director	Colorado Black Chamber	Diana Romero-Campbell	President	Scholars Unlimited
Rachel Griego	VP of Programs and Initiatives	Latino Community Foundation of Colorado	Dulce Saenz	Entrepreneur	8Z Realty
Elsa Holguin	Senior Program Officer	Rose Community Foundation	Maria Sepulveda	VP of Community Development	Wells Fargo
Sarah Hughes	VP of Research Initiatives	Colorado Children's Campaign	Naureen Singh	Community Organizer	APDC
Eric Ishiwata	Associate Professor	Colorado State University			



Working towards a fair
and accurate census
count for Colorado

LOCAL PERSPECTIVES PANEL

Moderated by



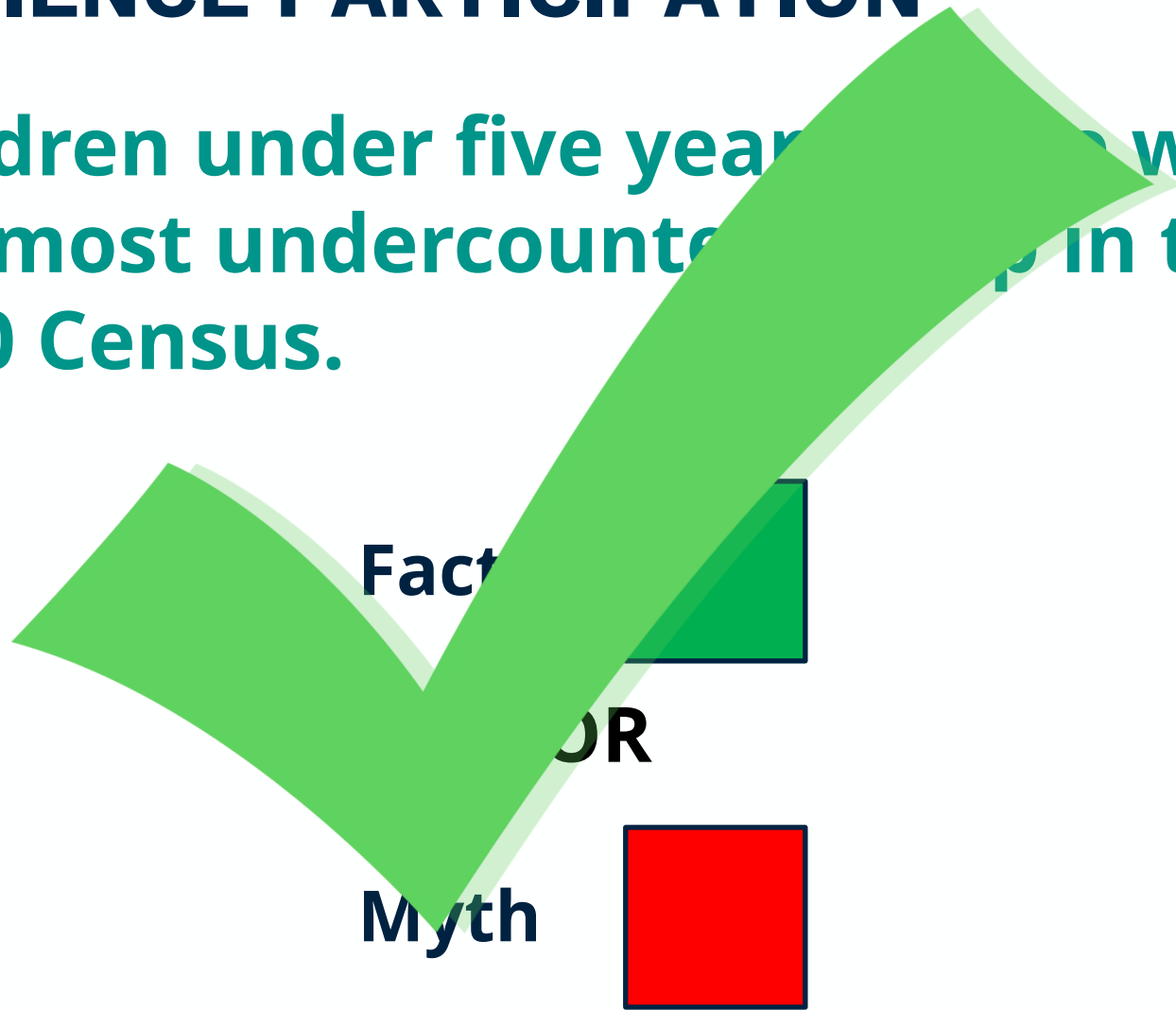
Derek Okubo

Executive Director

City of Denver Agency for
Human Rights &
Community Partnerships

AUDIENCE PARTICIPATION

Children under five years of age were the most undercounted group in the 2010 Census.



Fact

OR

Myth



AUDIENCE PARTICIPATION

You must encourage citizen to participate
in the

Fact

OR

AUDIENCE PARTICIPATION

The Census counts individuals who are residing on/in military retirement communities, prisons, or other group facilities.



Fact

OR

Myth



LOCAL PERSPECTIVES PANEL



Kelly Brough

President and Chief Executive Officer
Denver Metro Chamber of Commerce



Elizabeth Garner

State Demographer
Colorado Department of Local Affairs



Nicole Melaku

Executive Director
Colorado Immigrant Rights Coalition (CIRC)

AUDIENCE QUESTIONS

Moderated by



Derek Okubo

Executive Director

City of Denver Agency for
Human Rights &
Community Partnerships

CLOSING



Joanne Kelley
Chief Executive Officer
Colorado Association of Funders (CAF)



THANK YOU!

Presented by



In partnership with

