Getting Immigrants Counted!
Census Review
When is the Census?

ONCE EVERY TEN YEARS!

<table>
<thead>
<tr>
<th>WHAT WE WILL SEND IN THE MAIL</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>On or between</td>
<td></td>
</tr>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>

Source: How the 2020 Census will invite everyone to respond. U.S. Census Bureau.
Why is the Census important?

- **MONEY** Census data is the basis of funding for many institutions, programs and services our communities depend on.
- **POWER** Congressional seats are apportioned by population data from the Census. States and municipalities also use the data to draw district lines.
- **RESPECT** Getting counted makes our communities visible, particularly for communities who do not have access to the ballot box.
Why It Matters

If we’re not counted, we don’t exist.

The census only gives us statistics about how many (and what kind of) people live in a certain area (called a census tract). If only 100 students are counted in a census tract, the schools will only receive enough resources for 100 students. But if there are actually 150 students, the school ends up short on resources, affecting the quality of education each student receives.

Example

If only 100 students are counted in a census tract, the schools will only receive enough resources for 100 students. But if there are actually 150 students, the school ends up short on resources, affecting the quality of education each student receives.
3 Ways to Complete the Census!

Start here:

The Census must count every person living in the United States on April 1, 2020.

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

- Count of people. Visiting below, who live and sleep here tonight.
- The Census Bureau also conducts counts in institutions and other places.
- Do not count people living away at college or in the Armed Forces; they are counted in their college or military home.
- People visiting that are not related to the person being counted are not counted.
- Count 1 person for every person living in this house, apartment, or mobile home on April 1, 2020.

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

2. How many people were visiting this house, apartment, or mobile home—total, or all at once—on April 1, 2020?

3. How many people were staying in this house, apartment, or mobile home—total, or all at once—on April 1, 2020?

4. What is the total number of people who lived in this house, apartment, or mobile home at any time from the 12th day of March 2019 to the 11th day of April 2019?

5. What is the total number of people who lived in this house, apartment, or mobile home at any time on the 12th day of March 2019?

6. What is the total number of people who lived in this house, apartment, or mobile home on the 11th day of April 2019?

7. How many rooms does the household have?

8. What is the total number of people who visited this house, apartment, or mobile home during the week ending on the 11th day of April 2019?

9. How many people were staying in this house, apartment, or mobile home during the week ending on the 11th day of April 2019?

10. How many people were staying in this house, apartment, or mobile home during the week ending on the 12th day of March 2019?
How can people respond to the census?

Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

The fourth mailer will contain a paper form for those who have not yet responded.
Census 2020: What You’ll Be Asked

THE CENSUS ASKS FOR BASIC INFORMATION:

- Your full address
- How many people live in your household (including children)
- What type of home you live in
- Names of people in your household
- Ages of people in your household
- Sex of people in your household
- Ethnicity/race of people in your household
- How the other people in your household are related to you
Census 2020: What You Will **NOT** Be Asked

- Citizenship status
- Immigration status
- Social Security number
- Permits or licensing of any converted units on property
- Use of public benefits
- Criminal background or convictions
- Bank account or payment information
- Employment, income, or wealth information
What are the challenges with online participation?

- This will be the first census with an online approach, which may complicate matters because 35% of U.S. adults do not have Internet access at home.
- Safety and security: we need to take steps to make sure devices are protected and our data cannot be compromised
- The digital divide does not need to exist:
  - Libraries are a resource for filling out the census online!
  - Answers can be given over the phone!
  - The fourth mailer will include a paper form!
How is Census data used?

- Determining how many seats each state gets in the House of Representatives
- Making decisions about federal spending for infrastructure, public works and social programs
- Businesses use Census data to make decisions about where to locate stores
- Census data can also be used for determining what language services need to be provided per region (for example Bengali ballots in Queens)
Why is Census outreach so important in New York?

Historically low turnout rates:

- In 2010, the average response rate for the Census in the United States was 76%. In New York City, the average was only 61.9%.
- Brooklyn was the most undercounted borough with an average response rate of just 55.5%
- In 2010, 64.6% of households in New York State filled out the census questionnaire on their own.
- Sullivan County had a response rate of 42.5% in 2010
Census 2010: How did we do?

<table>
<thead>
<tr>
<th>Region</th>
<th>Return Rate 2010 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>U.S. Average</td>
<td>76%</td>
</tr>
<tr>
<td>NYC Average</td>
<td>61.9%</td>
</tr>
<tr>
<td>Manhattan</td>
<td>68.6%</td>
</tr>
<tr>
<td>The Bronx</td>
<td>62.6%</td>
</tr>
<tr>
<td>Staten Island</td>
<td>62.2%</td>
</tr>
<tr>
<td>Queens</td>
<td>61.7%</td>
</tr>
<tr>
<td>Brooklyn</td>
<td>55.5%</td>
</tr>
</tbody>
</table>

City Average = 61.9%
Census 2010 in New York State

Self-Response Rates for New York

Filling out the census on your own — self-responding — is the best way to get counted.

Higher self-response rates mean fewer people are likely to be missed or counted inaccurately and fewer households will have a visit from a census taker to be counted in-person. It also means this tract has a better chance at receiving its fair share of services and political representation.

In 2010, 64.6% of households in New York filled out the census questionnaire on their own.

That was an increase from 2000, when 63.0% self-responded.
Which populations are at risk of being undercounted?

<table>
<thead>
<tr>
<th>Immigrants</th>
<th>Muslim communities</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mixed citizenship status households</td>
<td>Renters</td>
</tr>
<tr>
<td>Households with limited English</td>
<td>Low-income</td>
</tr>
<tr>
<td>Black males</td>
<td>Young parents</td>
</tr>
<tr>
<td>Large families</td>
<td>Native communities</td>
</tr>
<tr>
<td>Households lacking internet access</td>
<td>People experiencing homelessness</td>
</tr>
<tr>
<td>“Doubled-up” housing</td>
<td>Children under 5</td>
</tr>
</tbody>
</table>
What barriers do immigrant communities face in completing the Census?

- Language access
- Housing Situations
  - Homelessness
- Undocumented/Non-Citizen Status
- Identit(ies) unrepresented by the Census Questionnaire
- Failure to understand that it applies to everyone
- Lack of trust in the government
- Potential for scams
Overview of Non-English Language Support

1. Internet Self-Response (ISR): 12 Non-English Languages
2. Census Questionnaire Assistance: 12 Non-English Languages
3. Language Guides (Video and Print) Language Glossaries Language Identification Card: 59 Non-English Languages
4. Non-Census Bureau resources [include slide describing in-language video resources]
12 languages (in addition to English):
• Spanish
• Chinese
• Vietnamese
• Korean
• Russian
• Arabic
• Tagalog
• Polish
• French
• Haitian Creole
• Portuguese
• Japanese

99%

English plus these 12 languages cover 99% of all U.S. households.
Completing the Census with Language Support

To view the 2020Census.gov landing page in any of the non-English 59 languages click here.

Language Guides
## Overview of Non-English Language Support

<table>
<thead>
<tr>
<th>Internet Self-Response</th>
<th>Census Questionnaire Assistance</th>
<th>Language Guides (Video and Print)</th>
<th>Language Guides &amp; Mailing Materials</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>12 Non-English Languages</strong></td>
<td><strong>12 Non-English Languages</strong></td>
<td><strong>59 Non-English Languages</strong></td>
<td><strong>Spanish</strong></td>
</tr>
<tr>
<td>Respondents will be able to toggle between the languages within the instrument.</td>
<td>There is a separate phone number for each language. This information is included in the mailing materials.</td>
<td>Video and print language guides will be available online. Glossaries provide key terminology to bilingual staff. Language Identification Card expanded to 59 languages (50 in 2010). Language listed below are in order of need (top to bottom, left to right).</td>
<td>Bilingual mailing materials and questionnaires will be sent to addresses in bilingual tracts. Mailings will include instructions on responding via Internet or phone in 12 non-English languages.</td>
</tr>
<tr>
<td>Spanish</td>
<td>Spanish</td>
<td>Spanish</td>
<td>Spanish</td>
</tr>
<tr>
<td>Chinese</td>
<td>Chinese (Mandarin and Cantonese)</td>
<td>Chinese</td>
<td>Chinese</td>
</tr>
<tr>
<td>Vietnamese</td>
<td>Vietnamese</td>
<td>Vietnamese</td>
<td>Vietnamese</td>
</tr>
<tr>
<td>Korean</td>
<td>Korean</td>
<td>Korean</td>
<td>Korean</td>
</tr>
<tr>
<td>Russian</td>
<td>Russian</td>
<td>Russian</td>
<td>Russian</td>
</tr>
<tr>
<td>Arabic</td>
<td>Arabic</td>
<td>Arabic</td>
<td>Arabic</td>
</tr>
<tr>
<td>Tagalog</td>
<td>Tagalog</td>
<td>Tagalog</td>
<td>Tagalog</td>
</tr>
<tr>
<td>Polish</td>
<td>Polish</td>
<td>Polish</td>
<td>Polish</td>
</tr>
<tr>
<td>French</td>
<td>French</td>
<td>French</td>
<td>French</td>
</tr>
<tr>
<td>Haitian Creole</td>
<td>Haitian Creole</td>
<td>Haitian Creole</td>
<td>Haitian Creole</td>
</tr>
<tr>
<td>Portuguese</td>
<td>Portuguese</td>
<td>Portuguese</td>
<td>Portuguese</td>
</tr>
</tbody>
</table>

**During Nonresponse Followup enumerators use:**
- A bilingual handheld instrument (English/Spanish)
- Bilingual materials (English/Spanish)
- Instructions to respond online or by phone in 12 non-English languages
- Language Identification Card
Non-Census Bureau in-language resources

1. GOTC Factsheets in 15 Asian languages: www.CountUsIn2020.org/resources
2. Census Videos in Indigenous Latin American Languages
3. GOTC Palm Cards for All New Yorkers in 6 languages
4. APIA Census Explainer Video in 26 Asian and Pacific Islander languages
Housing

Remember: Your household’s 2020 Census response should count everyone who lives at your address all or most of the time.

Multi-generational Households

Multi-family Dwellings

Children in Foster Care Families
Housing, continued:

- Living in Group Homes
- Child Away at University
- Newborn Children
Housing, continued:

- Highly Mobile Families
- Forgot to Include Household Members
- Split Custody Arrangement
Census and People Experiencing Homelessness

- The 2020 Census has procedures that count people outdoors, where they receive services, and at other locations where they are known to sleep.
- Between March 30 and April 1, 2020, the census will count people at the following locations:
  - Emergency and Transitional Shelters, Soup Kitchens, and Regularly Scheduled Mobile Food Vans
  - If you know an area where the unsheltered sleep, let your Census Bureau partner know so that they can be included in the operations.
Messaging for Housing

- Everyone living in your household should be counted including all children and roommates.
- No individual’s information collected by the Census Bureau will be shared with landlords and housing providers.
- If you think you were not counted by whomever filled out the Census for your household you can fill it out for yourself online or on the phone.
- Don’t count the cat.
Undocumented/Non-citizen status

- There is no citizenship question
- There is no question related to immigration status
- Census information is private and confidential and cannot be shared with local, state and federal agencies for the purposes of immigration or law enforcement.
- The Census provides an opportunity to stand up for your community even if you can’t vote.
Identities Not Captured by the Census Questionnaire

- The Census Questionnaire does not necessarily represent how we each view ourselves.
- It does not always capture our race, ethnic, gender or sexual orientation.

**What we say:**

It is still important to complete the Census. Without including our numbers, we won’t have the voice to advocate for inclusivity going forward.
Failure to understand that it applies to everyone

- Everyone counts. The 2020 Census counts everyone living in the country, including non-citizens!
  - This includes young children and newborn babies
- Whether or not you are registered to vote
- Whether or not you have a green card/visa
- Whether or not you receive public assistance
- Even if the government has your information from other places this is an independent operation.
  - In other words: Even if you are “in the system” this is a separate counting effort.
Lack of Trust in the Government

The law prevents the Census Bureau from sharing your individual information with law enforcement and immigration enforcement (or anyone)!

Your answers cannot be used to impact your eligibility for government benefits. Your answers are only used to create statistics about our country.

The Census Bureau is bound by Title 13 of the U.S. Code to protect your personal information and keep it strictly confidential. That’s every answer, to every question.

**What you say:**

Information collected by the Census Bureau is federally protected and will NOT be shared with any forms of law or immigration enforcement.
MALDEF and The Leadership Conference Education Fund have developed a census confidentiality protection pledge in an effort to boost confidence among hard-to-count populations that Census data will remain confidential even if the current administration cannot be trusted to follow strong existing law on confidentiality.

**What you say:**

Your community also has your back by pledging to be watchdogs!
Potential for Scams

The Census will NEVER ask for:

● Your Social Security number
● Your bank account or credit card numbers
● Money or donations.
  ○ In addition, the Census Bureau will not contact you on behalf of a political party.

● If you suspect fraud, call 800-923-8282 to speak with a local Census Bureau representative. If it is determined that the visitor who came to your door does not work for the Census Bureau, contact your local police department.
Questions about the Census? Call these Hotlines!

**Lawyers' Committee for Civil Rights Under Law**
888-COUNT20 (888-268-6820)
English

**NALEO Educational Fund**
877-ELCENSO (877-352-3676)
English / Español

**Asian Americans Advancing Justice**
844-2020-API (844-202-0274)
English / Asian languages (Mandarin, Cantonese, Korean, Vietnamese, Tagalog, Urdu, Hindi, Bengali/Bangla)

**Arab American Institute**
833-3DDOUNI (833-333-6864)
English / Arabic
Where can I find more information about the Census?

- Join the NYCounts 2020 coalition
- Sign up for the NYC census e-mail list
- [www.census.gov](http://www.census.gov)
Messaging
What are the key messages to push during Census outreach work?

1. You should participate in the Census because it’s easy, protected, and important
2. There are several ways to participate, and each person is free to choose the one they are most comfortable with
   a. You do NOT have to open the door - if you complete the census on your own, no one will come to your door
   b. You do NOT have to leave your residence
3. There is no citizenship question
4. The U.S. Census Bureau and federal law keep your individual responses private
5. The U.S. Census Bureau maintains its cybersecurity systems
6. Helps obtain federal funding for critical community resources
Census Messaging Components

1. Reach out to the communities that are at risk of an undercount in particular.
2. Give the Census a credible stamp of approval by communicating through trusted community spokespeople.
3. Motivate these audiences through emotion: The Census is about claiming power for your community by showing what America truly looks like.

→ Truth to Power
A Guide to Organizing for The Census 2020

Tools & Tactics for a Full Count

New York Immigration Coalition

Wennie Chin
The collective direct efforts by institutions and individuals to encourage completion of the Census 2020 for a fair and accurate count of our state.
Targeted Follow-Up

Mobilization for Self Response

Community Education & Public Awareness Outreach

May-July 2020
non-response follow-up period

March-April 2020
Census 2020 self-response period

pre-Census 2020 rollout
Take advantage of Census Day 2020

April 1, 2020
The Hows of GOTC
You're Invited!

TO THE 2020 CENSUS
Methods GOTC Outreach

- Mails, Emails, Flyers
- In-person conversations, Community events
- Phone calls, Text Reminders
- Social Media
Mail, Email, & Print Communications

- Calendar out GOTC emails
- Include Census pledges in all outgoing mailers
- Use hyperlinks!
- Share flyers and leaflets in common areas
Hang up posters or visuals to increase visibility around Census 2020.
Canvassing In The Community

- Door-to-door visits in your communities
  - Longer conversations
  - Facetime humanizes the process
  - Show & share literature and materials
  - Long-term community organizing
Canvassing In The Community

● Use the right messengers with the right message
  ○ Multilingual scripts
  ○ Use effective literature
  ○ Have laminated copies of the mailers for reference

● Know what you can and cannot do at the door
Flyer in your community at local supermarkets, pharmacies, etc.

E-copies available at www.newyorkcounts2020.org

For more information, please visit:
www.2020Census.gov
www.newyorkcounts2020.org

5. It is your constitutional right to be counted in the 2020 Census.
6. If New York is undercounted, the strength of our voice in Washington D.C. will be weakened.
Improve your operation with your data.

Take in good data management practices by:

● Cleaning your lists by removing bad addresses
● Remove households who indicate that they have already responded
● Refer to a past contact for an added personalized message
Do not doorknock during the U.S. Census Bureau’s Non-Response Follow Up Operation that will commence in May 2020.
Phone Communications

- Alternative way to reach the Hard-To-Locate
- Contact different communities with language competent callers
- Predictive dialers make phonebanks more effective
- Schedule your phonebanks, make multiple passes of your lists
- Use a local area-code, leave behind a phone number
- Don’t pass on the opportunity to leave a voicemail!
Predictive Dialers & Phone Tools

ngpvan
Thrutalk
HUBDIALER™
Volunteer calls into predictive dialer.

Dialer calls through a handful of numbers.

Dialer connects you only with calls that are connected and recirculated unanswered ones back into the pool for a later dial.
Text Communications

- Alternative way to reach undercounted communities
- Launch a text pledge!
- Contact different communities with varying scripts
- Take advantage of wrong numbers!
- Link directly to the Census page
Org sets up contact list and designated text scripts.

Volunteers log into text tool.

Volunteers hits ‘send button’ to deliver pre-typed script.

Volunteers respond to any questions with pre-typed or custom messages.
Hello, this is Wennie with the NYIC. Did you know the Census Day is April 1st? Have you completed the Census 2020?

What is the Census?

The Census is a survey conducted to count all of the people living in the US. The Census is done only once every 10 years and the data helps shape how federal funding is given to states.

How do I do the Census?

You can actually do it online: www.FillOutTheCensus2020.com. Feel free to reach out if you have more questions about it, happy to help!
Pledge
Collect pledge commitments ahead of the Census 2020 mailers.

Notify
Inform them to look out for the mailers

Remind
Remind individuals to respond!
Evaluate daily with the Census Real Time Maps
Social Media

- Share fun images! Memes!
- Encourage individuals to share on their networks
WE COUNT WEDNESDAYS

19 WEEKS TILL

CENSUS 2020

LET’S GET NEW YORK COUNTED!
What is the magic recipe for GOTC?
There isn’t one!
Your organization’s tactical capabilities

Your outreach plan

Tactics that will reach your target audience
We are in this together.
Work in partnerships and coalitions for added capacity.
Let's Get Counted, Sullivan!

Take action in your community!
Learn how to get your community counted in the Census 2020 through the use of peer-to-peer texting and dialing tools.

Saturday, March 21 10:00pm - 4:00pm
Sunday, March 22 10:00pm - 4:00pm

The Community Hub at St. John's Street School
22 St. John Street
Monticello, NY 12701

Breakfast & lunch provided.

Let's Get Counted, Buffalo!

Take action in your community!
Learn how to get your community counted in the Census 2020 through the use of peer-to-peer texting and dialing tools.

Friday, March 27 11:00pm - 5:00pm
Saturday, March 28 11:00pm - 4:00pm

New York Immigration Coalition
1327 Jefferson Ave - Upper Buffalo, NY 14208

Breakfast & lunch provided.

This event may be moved to a webinar meeting. We will communicate any changes via e-mail.
The NYIC will partner with member organizations in designated regions to provide tech and tool access to target communities at-risk of an undercount.
Let’s Get NY Counted Together!

Rochester
Syracuse
Brooklyn
Westchester
Thank you!

Questions?

Wennie Chin
wchin@nyic.org