The webinar will begin shortly

Use the chat box to send us your questions.
Census 2020: Nonprofits can shape the future
Founded in 2005, Nonprofit VOTE partners with America’s nonprofits to help the people they serve participate and vote. We are the leading source of nonpartisan resources to help nonprofits integrate voter engagement into their ongoing activities and services.
Agenda

• Census 101
  • Facts, questions, and timeline
• Census tools messaging: using Bureau resources to enhance your outreach
• In the field: Census outreach and nonprofit participation in Michigan’s Upper Penninsula
• Q & A session
Census quick facts

Census results help determine how billions of dollars of federal funding flow into states and communities each year.

Census results determine how many seats each state will have in the U.S. House of Representatives, and they are used to draw congressional and state legislative districts.

The Census is mandated by the U.S. Constitution in Article 1, Section 2. The U.S. has counted its population every 10 years since 1790.

By law, the Census Bureau cannot release any identifiable information about you, your home, or your business, even to law enforcement agencies. That’s protected under Title 13 of the U.S. Code.
What will the 2020 Census ask?

The following questions will appear on the first page of the 2020 Census paper questionnaire:

• How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?
• Were there any additional people staying here on April 1, 2020, that you did not include in Question 1?
• Is this house, apartment, or mobile home ...
  • ...Owned by you or someone in this household with a mortgage or loan? Include home equity loans. Is it owned by you or someone in this household free and clear (without a mortgage or loan)? Rented? Occupied without payment of rent?
• What is your telephone number?
What will the 2020 Census ask?

The following questions will appear on the 2020 Census questionnaire, with space for additional people in the household:

• What is Person 1's name?
• What is Person 1's sex?
• What is Person 1's age and what is Person 1's date of birth?
• Is Person 1 of Hispanic, Latino, or Spanish origin?
• What is Person 1's race?
  • Mark one or more boxes AND print origins: White; Black or African American; American Indian or Alaska Native; Chinese; Filipino; Asian Indian; Vietnamese; Korean; Japanese; other Asian; Native Hawaiian; Samoan; Chamorro; other Pacific Islander; some other race.
The questionnaire asks about each person in the household, asking all the same questions as Person 1, as well as these addition questions:

- Does this person usually live or stay somewhere else?
- How is this person related to Person 1?

Review the form at https://2020census.gov/en/about-questions.html
Timeline for letters from Census Bureau

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.

![Map of the United States with houses]

**95%** of households will receive their census invitation in the mail.

**MARCH 23, 2020**
- National Census Week

**APRIL 1, 2020**
- Census Day

**LATE-APRIL TO EARLY-JULY 2020**
- Nonresponse follow-up
- Enumerator visits
Counting “nontraditional” spaces

Group quarters: owned or managed by an entity or organization that provides residents with housing and/or services.

Some examples of group quarters include:
• College/university student housing (i.e., dorms, residence halls, etc.)
• Residential treatment centers
• Skilled nursing facilities
• Group homes
• Military barracks
• Correctional facilities
• Maritime and military vessels

How people experiencing homelessness are counted:
• **March 30, 2020:** Counting people who are in shelters.
• **March 31, 2020:** Counting people at soup kitchens and mobile food vans.
• **April 1, 2020:** Counting people in non-sheltered, outdoor locations, such as tent encampments and on the streets.
Census Bureau resources for Getting Out the Count
ROAM: Response Outreach Area Mapper:
- Developed to make it easier to identify hard-to-survey areas
- Provides a socioeconomic and demographic characteristic profile of these areas

LRS: Low Response Score
- Metric developed by the Census Bureau to predict the percentage of households who will not self-respond
More mapping tools

Censushar dtocountmaps2020.us combines data from multiple Census Bureau sources to show contact strategies.
Tools from Census Bureau: Commercials

What does it take to connect with the whole country?

Making of the 2020 Census Communications Campaign
In the field: Counting Michigan’s Upper Penninsula

Victoria Leonhardt
Where in the world is the Upper Peninsula?
Green gradient signifies hard to count percentages. The darker the green, the more likely people in that area won't return their census.
In the Upper Peninsula, we anticipate the following challenges:

- 26% homes underserved by broadband technology services
- 11% of families fall below poverty level

So, who's in the region?

- 9.7% of households have kids under the age of 10
- 19.8% of households include seniors 65+

U. P. Specific Barriers

- Snowbirds
- Small pockets of minorities
- Rural remote locations
- Spread out population
UP Tactics – Go Where the People Are
Mobile Food Distribution Events and Community Resource Fairs

**Target Audience**
- Low income persons
- Persons experiencing homelessness
- Young children
- Persons with mental or physical disabilities
- Snowbirds

**Timeline**
October, 2019 - June, 2020
Target Audience
- Young children
- Snowbirds
- People that don’t trust the government
- Rural, remote communities

Timeline
January - June, 2020
Target Audience
- Young children
- Racial and ethnic minorities
- Non-English speakers
- People that don’t trust the government
- LGBTQ+
- Snowbirds

Timeline
January - June, 2020
UP Tactics - Technology

Strategically partnering to bring internet to hard-to-count communities.

Photo courtesy of NMU

Purchasing technology to put where hard-to-count communities gather.

Target Audience
- Low income persons
- Persons experiencing homelessness
- People that don’t trust the government
- Persons with mental or physical disabilities
- Rural, remote communities

Timeline
January – March, 2020
UP Tactics – Community Incentives

**Target Audience**
- Low income persons
- People that don’t trust the government
- Persons with mental or physical disabilities
- Rural, remote communities

**Timeline**
March - July, 2020

*Note – cannot incentivize an individual to take the Census*
Things to remember

• You are trusted.
• You know your community.
• Just because it works here, doesn’t mean it will work there.
Question & Answer

Use the chat box to send us your questions.
Thank You!

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