



Census Outreach to Communities of Color

ALA

**Office of Diversity, Literacy and
Outreach Services**

Speakers



- **Gavin Baker** – Deputy Director, ALA Public Policy & Advocacy Office
- **Kelvin Watson** – Director of Libraries, Broward County (FL) Libraries Division
- **Ana Ndumu** – Assistant Professor, University of Maryland College Park iSchool
- **Cecilia Tovar** – Principal Librarian of Public & Branch Services, Santa Monica (CA) Public Library



WHAT EVERYONE SHOULD KNOW ABOUT 2020

Once a decade, America comes together to participate in the decennial census, creating national awareness of the census and statistics. This census provides the basis for reapportioning Congressional seats, redistricting, and distributing billions of dollars in federal funding to support your state, county, and community's vital programs.

We included a printable version of "Census 101" fast facts to share with your community on pages 18-19.

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.



Your data are confidential.

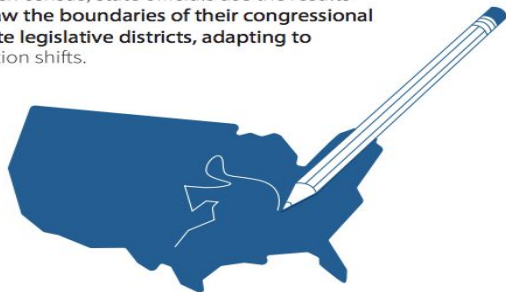
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.



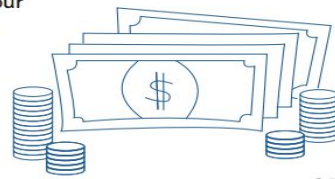
It's about redistricting.

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

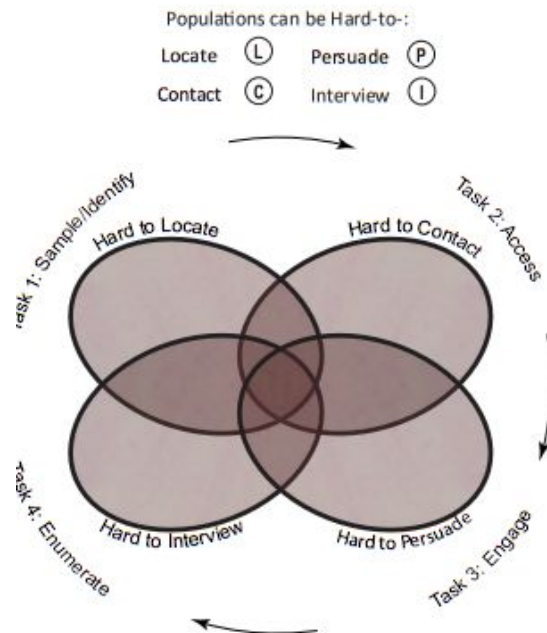


It means \$675 billion.

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



What Makes Populations HTC?



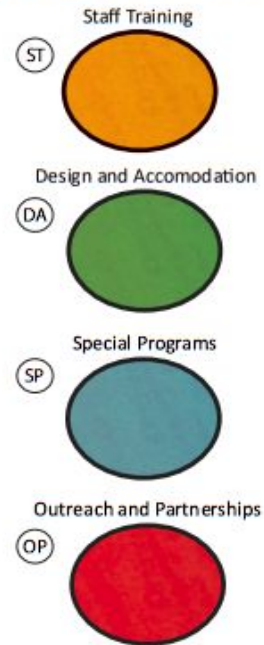
Source: U.S. Census Bureau

Frequently HTC Populations

	L	C	P	I
..... Complex Households				
..... Young Children				
..... Access-Controlled Properties				
..... Anti-Government				
..... Short-Term Renters				
..... Migrants and Minorities				
..... Dense Urban Areas				
..... Informal Settlements - Housing				
..... Remote and Rural				
..... Homelessness				
..... Disasters				
..... Institutions				
..... Seafarers and Fishers				
..... Nomadic and Transitory				
..... Age, Languages, and Disabilities				
..... Limited Connectivity				

	ST	DA	SP	OP
..... Complex Households	Orange	Green	White	White
..... Young Children	Orange	Green	White	Red
..... Access-Controlled Properties	Orange	Green	White	Red
..... Anti-Government	Orange	Green	White	Red
..... Short-Term Renters	White	Green	White	Red
..... Migrants and Minorities	White	Green	White	Red
..... Dense Urban Areas	Orange	Green	Blue	Red
..... Informal Settlements - Housing	White	White	Blue	Red
..... Remote and Rural	White	White	Blue	Red
..... Homelessness	White	White	Blue	Red
..... Disasters	White	White	Blue	Red
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..... Nomadic and Transitory	White	White	Blue	Red
..... Age, Languages, and Disabilities	Orange	Green	White	Red
..... Limited Connectivity	White	Green	White	Red

Which Strategies Can be Effective?



Hard to Count Map

<https://www.censusardtocountmaps2020.us/>

HTC 2020

Share map Print More Info

SEARCH BY: ADDRESS/LOCALE enter address/locale ADVANCED

TRACT ST./CO. CONGRESS STATE LEG.

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

Learn how the Census Bureau will be contacting households in your community to invite them to participate in the 2020 Census

In 2020 the Census Bureau will be sending mailings and hand-delivering census packets across the country with information for householders to fill out the 2020 census form. Some households in rural areas will be counted directly in-person.

The **HTC 2020** map combines data from multiple Census Bureau sources to show all these contact strategies on the map, so census stakeholders can inform local residents what to expect in 2020.

Click on the map for statistics by tract, county, or state on the share of households receiving each type of mailing.

When the toggle below is **On**, the map shows how each community will be contacted by the Census Bureau in 2020. When it's **Off**, the map shows HTC tracts across the country.

BASE MAP
SATELLITE
labels

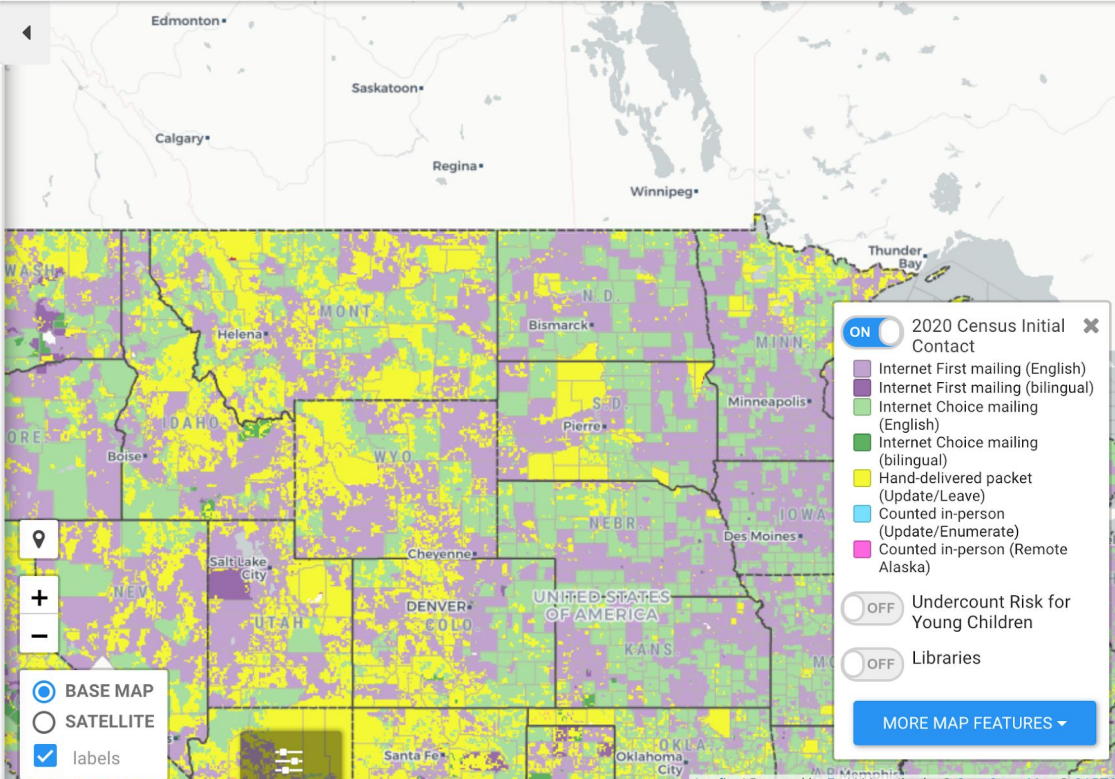
2020 Census Initial Contact

- Internet First mailing (English)
- Internet First mailing (bilingual)
- Internet Choice mailing (English)
- Internet Choice mailing (bilingual)
- Hand-delivered packet (Update/Leave)
- Counted in-person (Update/Enumerate)
- Counted in-person (Remote Alaska)

Undercount Risk for Young Children

Libraries

MORE MAP FEATURES



Gavin Baker

#COUNTONLIBRARIES

Libraries and the 2020 Census



Sign up to receive email updates.

Census 2020

First Name

Last Name

Zip

Email

BECAUSE LIBRARIANS BELIEVE THAT EVERYONE COUNTS.

LIBRARIES
TRANSFORM[®]
#LibrariesTransform

LIBRARIESTRANSFORM.ORG
ALA
American
Library
Association

ala.org/census

ALA
American
Library
Association

2020 Census KEY FACTS FOR LIBRARIES

WHAT IS THE CENSUS? WHY IS IT IMPORTANT?

The U.S. Constitution requires a count every 10 years of every person living in the United States.

Census results determine how the federal government allocates more than **\$800 billion each year** for services that communities rely on, like Head Start, food assistance, and the Library Services and Technology Act.

Census data also determine representation in Congress and the Electoral College, as well as in state and local governments.

Historically, certain groups of people have been disproportionately undercounted in the census, including young children, people of color and indigenous people, and people experiencing homelessness.

If the census misses people, undercounted communities won't get fair funding for critical programs, and officials won't have the reliable information they need to make decisions.



HOW WILL THE 2020 CENSUS WORK?

Beginning on March 12, 2020, the Census Bureau will mail every household in the United States an invitation to respond to the census, including a new option to respond online.

- In areas without reliable mail delivery or traditional mailing addresses, Census Bureau staff will visit households in person instead.
- The Census Bureau will use other methods to count people in group living situations, such as college dorms and military bases, and people experiencing homelessness.


April 1 is known as "Census Day," although households can respond before or after that date. Households will receive several mailings from the Census Bureau in March and April 2020.

Beginning in May 2020, Census Bureau staff will visit households that have not yet responded to collect their responses in person.

CONTINUED ON THE FOLLOWING PAGE >

LEARN MORE ABOUT THE 2020 CENSUS AND HOW YOUR LIBRARY CAN GET INVOLVED
Read the *Libraries' Guide to the 2020 Census* and other resources at ala.org/census
ALA American Library Association #CountOnLibraries

LIBRARIES' GUIDE TO THE 2020 Census



U.S. DEPARTMENT OF COMMERCE
ECONOMIC SECURITY and OPPORTUNITY INITIATIVE
ALA American Library Association

Key Dates *varies in some areas

- **March 12-20:** First 2020 Census mailings; reminders follow
- **March 12:** Online & phone response options open
- **April 8-16:** Paper questionnaires mailed to non-respondents
- **April 20-27:** Last reminder mailing
- **May 13:** Household visits begin
- **July 31:** Online & phone response options close

ALA Resources

Responding to the 2020 Census: bit.ly/LibRespondCensus

Programming, Outreach, & Partnerships: bit.ly/LibCensusOutreach

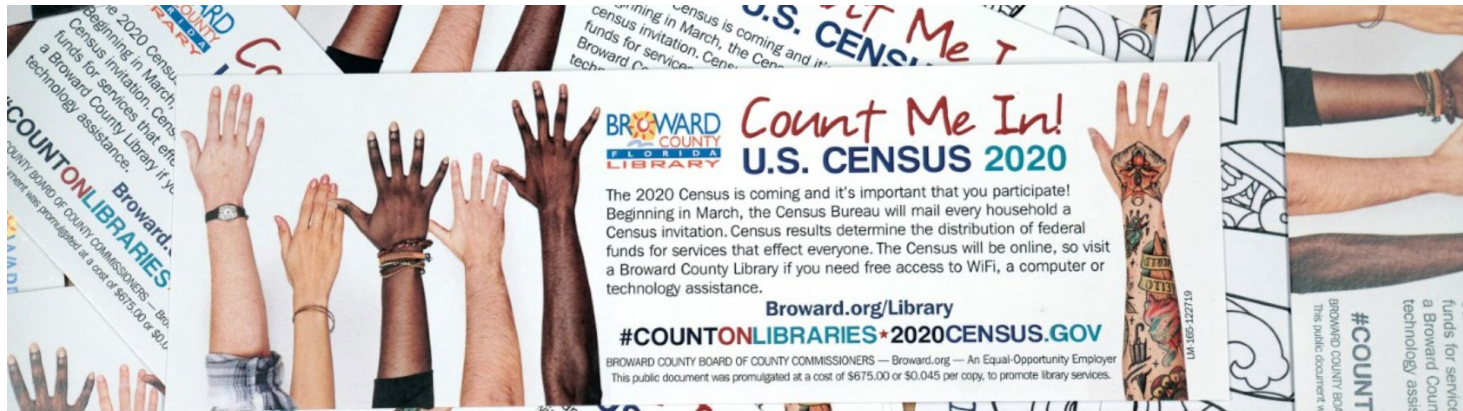
Libraries' Guide to the 2020 Census: bit.ly/LibrariesGuideCensus2020

PLA Conference: Feb. 28, 3:30 pm

American Libraries Live Webinar: March 4: bit.ly/ALLiveCensus

additional resources at ala.org/census

Kelvin Watson



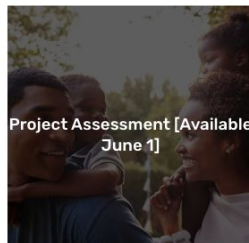
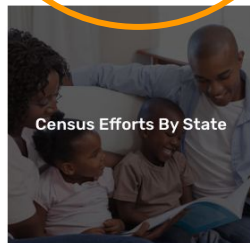
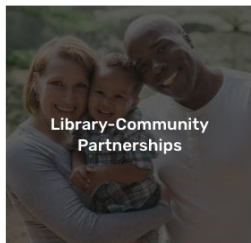
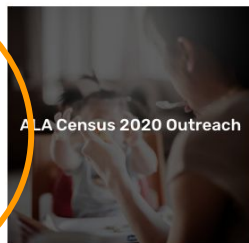
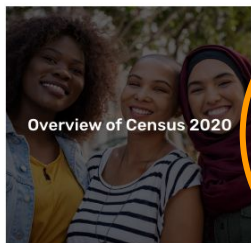
Ana Ndumu





Counted ✓ **n**
**National Forum on
Libraries, Census 2020,
& New Americans**

Libraries Encouraging Census Participation Among New Americans



@GoCountedIn
FB: Counted In Libraries 2020
Email: countedinproject@gmail.com



IMMIGRANTS MATTER.
IMMIGRANTS COUNT.
CENSUS 2020 + YOUR LIBRARY

learn how to

SHAPE
your future.

REPRESENT
your community.

STRENGTHEN
your family.



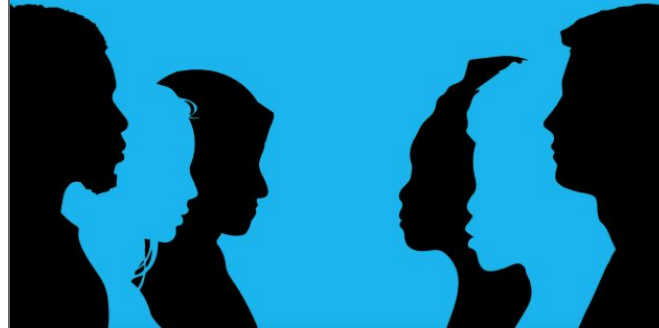
IMMIGRANTS MATTER.
IMMIGRANTS COUNT.
CENSUS 2020 + YOUR LIBRARY

*learn
how to*


SHAPE
your future.

REPRESENT
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STRENGTHEN
your family.



Additional Census Outreach Material



Save

I count, you count, we all count in the 2020 Census.

Every 10 years, the census counts every person living in the United States. Our responses to the census shape how more than \$675 billion dollars in public funding is distributed to our communities for health care, education, and more. Complete the 2020 Census online, by phone, or by mail. All personal information is kept confidential by law.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

United States
Census 2020



Shape the future for our families and communities.

Census data informs funding for things important to everyone, like neighborhood health clinics, after-school programs, college grant programs, and so much more. Help shape the future of our community. We count and so do you.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

United States
Census 2020




Count everyone in your home to shape the future.

Your response to the 2020 Census will help inform how more than \$675 billion in federal funding each year is distributed to communities for education, health care, and other services. Responding is important for you and your family, so include everyone in your home on your census questionnaire.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

United States
Census 2020



They count on you to help shape their future.

The education of our children is the key to a better future. Responses to the 2020 Census help inform how much federal funding goes to schools, after-school activities, and other education programs like Head Start. Make sure to do your part. Count everyone living or staying in your home on your census form and help shape the future of our children.

For more information, visit:
2020CENSUS.GOV

Shape your future START HERE >

United States
Census 2020



Check out a book. Then respond to the 2020 Census.

For the first time, you will be invited to respond to the census online. Libraries offer public computers and free internet access to help make sure you're counted. 2020 Census data informs the distribution of more than \$675 billion in federal funding each year, your representation in Congress, community initiatives, and more. Make sure you count everyone living in your home, including newborn babies and young children, on the 2020 Census. Your responses are confidential and important.

2020CENSUS.GOV

Shape your future START HERE >

United States
Census 2020



Tu trabajo cuenta mucho y tú también.

No importa si solo viniste a los Estados Unidos a trabajar, tú también cuentas en el Censo del 2020. Al ser contado, ayudas a que nuestras comunidades se beneficien con mejores escuelas, transporte público y más clínicas de salud.

Puedes llenar el censo por internet, por teléfono o por correo y estará disponible en español.

Además, tus respuestas son estrictamente confidenciales y por ley, tu información personal no se puede compartir con agencias de gobierno como ICE, el FBI o la policía.

Para más información, visita **2020CENSUS.GOV/ES**

Dale forma a tu futuro **EMPEZA AQUÍ >**

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United States
Census 2020



Question & Answer Time