



Census 2020, Stand Up & Be Counted

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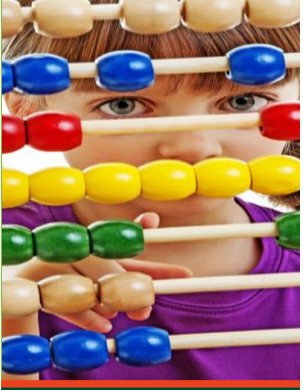
College of Behavioral & Community Sciences

Armon Lowery US Census Bureau

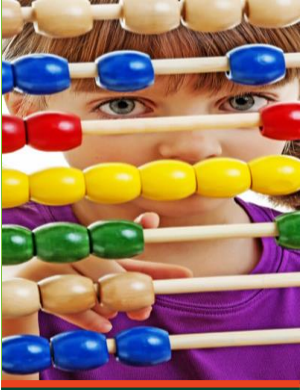
Brita Wilkins-Lincoln Hillsborough PTA

Presented at the Alachua County PTA

February 8, 2020



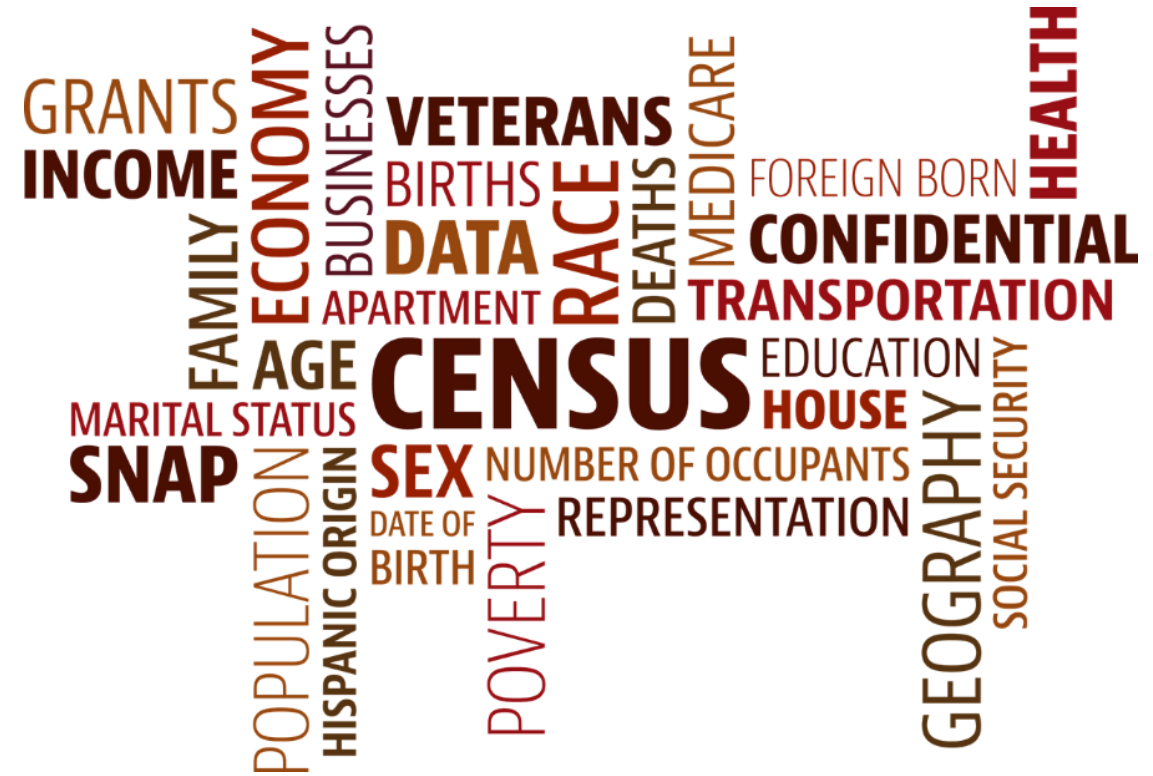
- Thanks to Annie E. Casey Foundation, NALEO, the Partnership for America's Children (countalkkids.org) and the Census Bureau

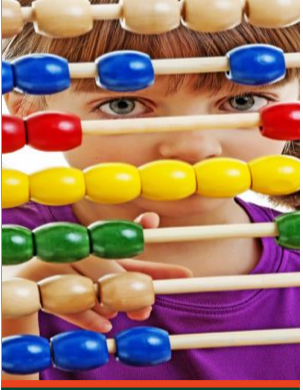


What is the Census?

10 Year “Roll Call”

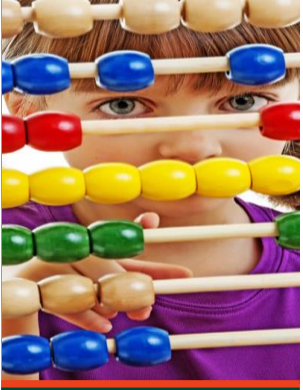
- A count- of the U.S. Population
- A snapshot of population characteristics





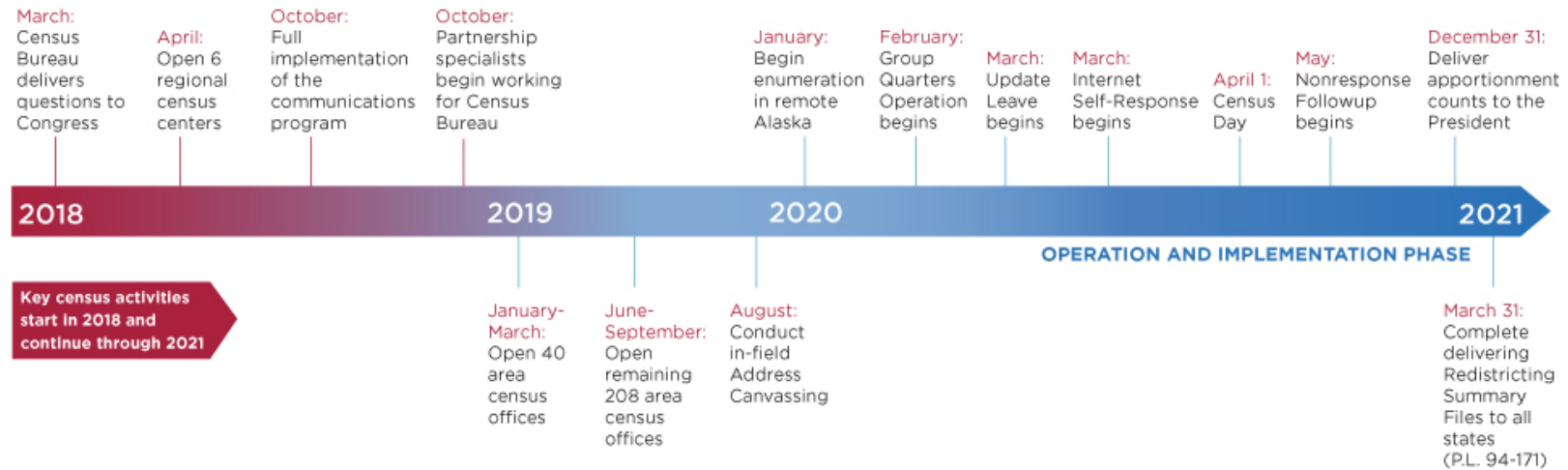
Why is the Census important?

- Federal and State Reapportionment
“Redistribution of Representation”
- Redistricting Political Boundaries (Congressional, Legislative, County Commission, City Council, School Board)
- Census data will help plan for the next 10 years
- Data commonly used for writing grants to bring resources to the community



When Does the Census Begin?

2020 Census Operational Timeline

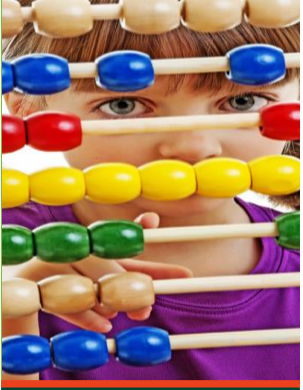


U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
[census.gov](https://www.census.gov)



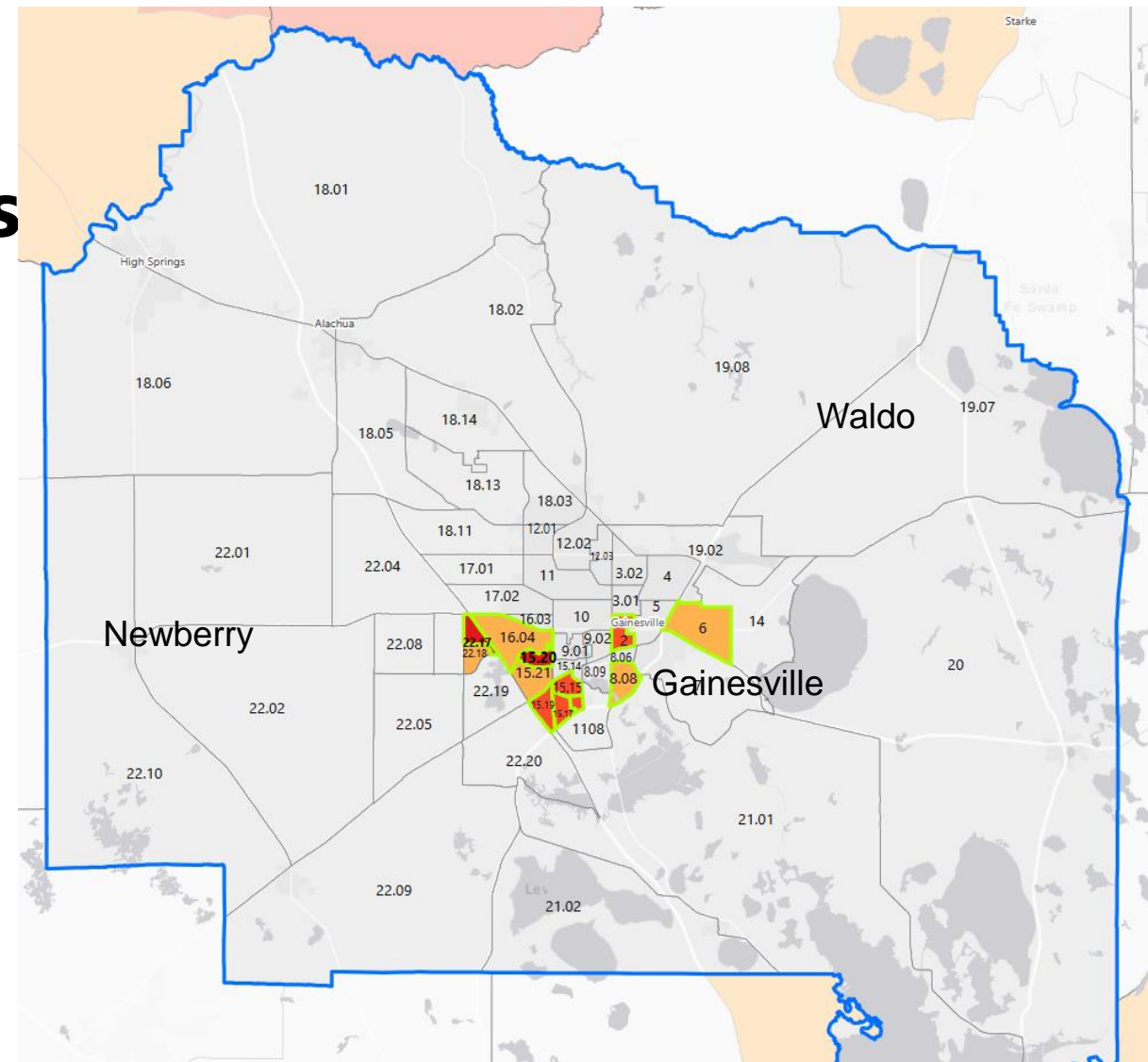
What's new this time?

- The Census will be web-based not paper - based

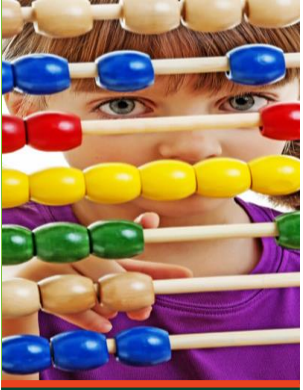


Hard to Count Areas

- **Primary Focus:**
- Households in 12 Census tracts had low response rates in 2010. 52,708 people lived in those communities in 2013-17.
- Communities with limited internet or other barriers to completion
- Migrant populations
- **Secondary:**
- All other Alachua County residents

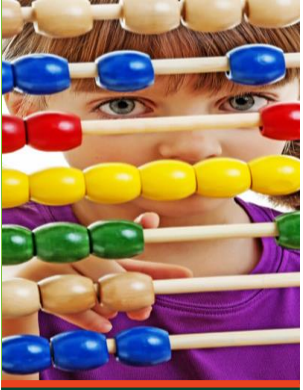


Hard to count areas:
<https://www.censushardtocountmaps2020.us/>



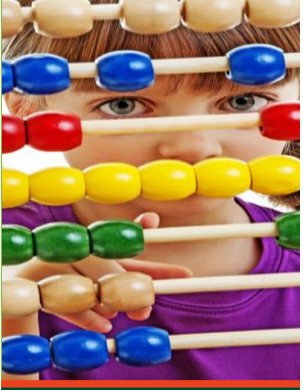
Who doesn't get counted?

- People in complex households – blended and multigenerational families or non-relatives
- Cultural and linguistic minorities
- People displaced by disasters, e.g., Hurricanes Maria & Michael
- People in poverty
- People in multi-unit and rental properties
- Mixed status families or recent immigrants
- Very young children
- People who move frequently
- People with less than a high school education



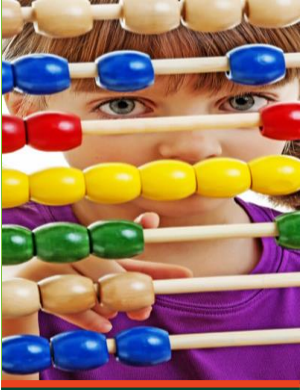
Many of our families match the profiles of the hard-to count – Alachua

- 20% of residents live in hard to count census tracts (N = 52,708)
- Mobile / homeless people (714 in 2019) and students (1,021 in 2017-18)
- Non-English speaking (2% or 1,995) households have limited English proficiency
- High mobility, 16% of children moved in the past year
- Residents living in poverty (22% 54,072) (add children in high poverty?)
- Living in rental households (45%, N=43,854 households)
- Limited access to the internet (12% of households have no internet or dialup N= 11,824)
- Grandparents responsible for their own grandchildren (N=1, 641)



Why do we care? Recap

- Redistricting and apportionment – we gained 2 seats in 2010 and stand to gain at least one more
- Federal funding - \$44B returns to Florida each year based on allocations derived from Census data



Undercount

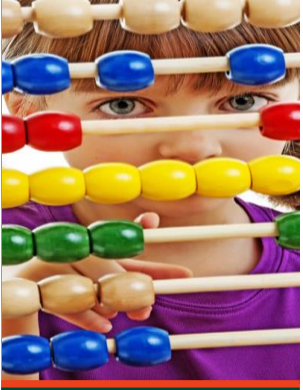
- Statewide, >71,307 0-4 year olds were undercounted in 2010 (6.2%)
- We are missing \$67M dollars *annually* because of the young child undercount



Census Bureau messaging research (CBAMS) – opportunities for education

- Respondents with young children with low income and education were most concerned about
 - Confidentiality
 - Data sharing
 - Fear of government repercussions
 - Had the lowest level of intention to respond to the census

children <https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/final-analysis/2020-report-cbams-attitudes-reporting-children.html> and without



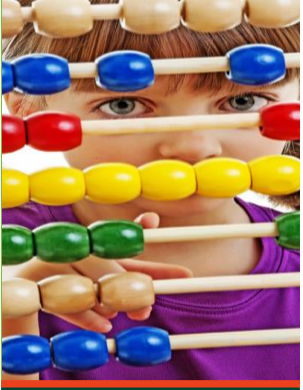
What messaging works?

- Knowledge of the Census and its impact
 - E.g., Census is used to determine funding for important services (school, child care, transportation)
- The effects of the Census count last for a decade, which may be longer than their child's lifespan
- Use trusted voices



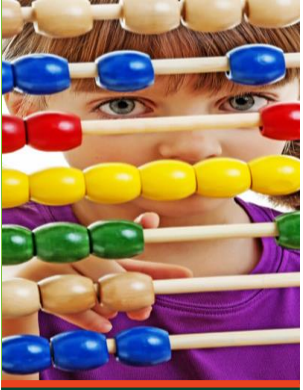
Why involve the schools?

- Schools, their faculty and staff are trusted community voices and we need them to ensure a maximum count
- Census research shows that people who are likely to complete the Census
 - Feel schools, childcare and job training are important
 - Feel the most important reason to respond to the Census was to determine funding for their community



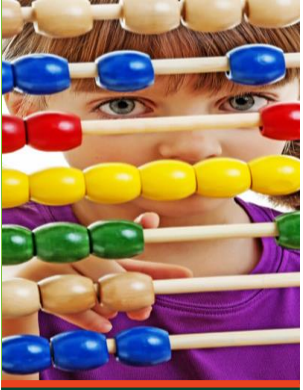
What can you do?

- Educate yourself and your staff on the importance of the Census
- Find your local Complete Count Committee and get involved
- Reach out to your local Census Partnership specialist
- Increase awareness and engagement:
 - Educate staff to ensure they complete their own Census
 - Train staff in the public facing parts of your organization to be Census Ambassadors



What else can schools do?

1. Issue a proclamation in support of the Census
2. Co-branding the Census with *existing school* initiatives
3. Educate constituents on the importance of the Census
4. Engage Principals, Head Start Directors and Area Directors – encourage use of monthly newsletters, telephone and social media
5. Engage Teachers with Statistics in Schools curricular enhancements based on the census for civic engagement and STEM classes
6. Engage Students and Parents – provide coloring books, stickers, and other materials
7. Other Census activities with approval of District Leadership



The importance of schools to the Census and the importance of the Census to the schools

- The Complete Count Committee needs schools and PTSA's because they are the trusted voices of the community
- Schools need the maximum Census count because it establishes the funding allocations for the *next ten years*



What can you do?

- Find and train the trusted messengers – schools and community-based organizations have a big role here
- Use messaging guidance from the Census Bureau and other organizations to target Hard To Count communities and populations
 - Checkout <https://2020census.gov/en/partners>

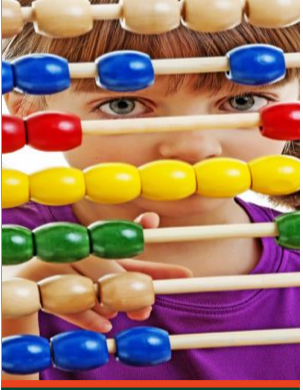


Resources



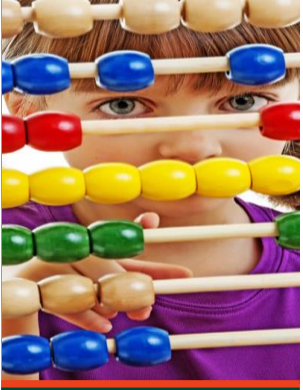
FLORIDA COUNTS

CENSUS 2020



What resources are out there?

- Use trusted sources of information like countalkids.org, Visit floridakidscount.org
- <https://www.miamidade.gov/global/census2020/home.page>
- Statistics in Schools
- https://census.gov/schools?utm_source=google&utm_medium=cpc&utm_campaign=branded&utm_content=general&utm_term=statistics%20in%20schools



Thank you

Questions?

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