



Council of New Jersey Grantmakers'
2019 Conference for the Social Sector

CENSUS 2020

Defining the Next 10 Years

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Luncheon Plenary: Keynote Presentation
*A Call to Action for the 2020 Census:
A Once-in-a-Decade Opportunity to be Counted*





A Call to Action for the 2020 Census: A Once in a Decade Opportunity to be Counted

Council of New Jersey Grantmakers
June 11, 2019

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Chief Executive Officer
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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 \$800 billion in federal government resources to states, localities and families every year.

The Census has never been accurate, while the count has improved over time, certain populations are “undercounted” including

- **African Americans, Latinos and American Indians**
- **Households with low incomes**
- **Immigrants and individuals with low English-language proficiency**
- **Renters**
- **Residents who live in non-traditional housing**
- **Rural residents**
- **Highly mobile residents, such as farmworkers**
- **Very young children aged 0-4**

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. Numerous elements have been "paused," scaled back, or eliminated.
- 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 "End-to-End test" in an urban site that did not even use the questionnaire that is to be used in Census 2020.
- Possible 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 the untested citizenship question.

Other administration and legislative issues

- 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 2020 appropriations request is **\$7.2 billion**; advocates support **\$8.5 billion** to adequately fund peak operations. Census years traditionally require double the amount of the previous year.

NALEO Educational Fund Independent Assessment of the End-to-End (E-T-E) Test

SURVEY of representative sample of Providence County residents.

INTERVIEWS with elected officials and community leaders.

OUR PARTNERS were Dr. Kevin Escudero, Assistant Professor of American Studies and Ethnic Studies at Brown University, in collaboration with Gabriela Domenzain, President, Somos Humanos.

MAJOR FINDINGS:

- Survey respondents, elected officials and community leaders agree that citizenship question will depress participation in Census 2020.
- Latinos generally preferred to participate in E-T-E by mail or in-person; particularly salient because December 2018 GAO report raised serious concerns about Bureau's in-person follow-up operations during the E-T-E.
- Spanish-language accessibility and outreach are imperative; personal networks and social media play an important role in reaching Latinos.

Administration's last minute addition of an untested citizenship question puts Census 2020 at **serious risk**

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

National Latino Commission on Census 2020



Co-Chair

Lubby Navarro,
School Board Member,
Miami-Dade Public Schools



Co-Chair

Alex Padilla,
Secretary of State, State of California and
Chair of California Complete Count Committee

- **Lilleana Cavanaugh,** Executive Director, Ohio Commission on Hispanic/Latino Affairs
- **James Diosa,** Mayor, Central Falls, Rhode Island
- **Pauline Medrano,** Treasurer, Dallas County, Texas, and NALEO Board President
- **Rosemary Rodriguez,** Executive Director, Together We Count, Colorado

- **David Santiago,** Florida State Representative
- **J. Walter Tejada,** Board Member, Metropolitan Washington Airports Authority, Virginia
- **John Vargas,** NALEO Board Vice President, Torrance, California

Guest Commissioner

- **Carlos Tobon,** Rhode Island State Representative



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."*



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 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.

Ways to Get Involved



- **Download our communications toolkit**
www.naleo.org/censuscommstoolkit-en
- **Distribute information about census jobs**
<https://2020census.gov/jobs>
- **Host “train-the-trainer” workshops and disseminate census information in your communities.**
- **Join our campaign**
<https://hagasecontar.org/pledge>
- **Join our SMS list**
Text “CENSUS” to 97779
- **Join our censusGOTC@naleo.org list, write “Subscribe” in the subject line.**
- **Partner on key dates and national days or action.**
- **Promote our bilingual hotline (877-EL CENSO) and website (hagasecontar.org).**
- **Participate in your local CCC or reach out to Census partnership specialists.**

[Contact a NALEO Educational Fund Regional Census Lead Near You!](#)

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Thank you.



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