



THE 2020 CENSUS: CHALLENGES & OPPORTUNITIES

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IT'S SHOWTIME!

MAJOR COUNTING OPERATIONS

- **Self-response** (most households) (March 12 – April 30)
- **Nonresponse Follow-up (NRFU)** (May 13 – July 31)
 - Early NRFU starts April 9 (off-campus college student areas)
- **Group Quarters** (no self-response!) (April 2 – June 5)
 - Includes Service-based Enumeration (SBE) of people experiencing homelessness @ shelters & targeted outdoor locations (March 30 – April 1)
- **Enumeration of Transitory Locations** (April 9 – May 4)

SET THE RECORD STRAIGHT!

- The census *does not start on April 1, 2020*. That is a reference date only.
- The 2020 Census is *not a "digital census."* Households can self-respond via internet, telephone, or paper form, or in-person if all else fails. *Lift this up!*
- People cannot obtain a paper questionnaire by calling the Census Bureau.
- Students living in college-run housing *do not self-respond*.
- The daily self-response progress reports will represent *percent of all known housing units, not people*, that have self-responded via internet, telephone, or paper questionnaire. (Projected national self-response rate: 60.5%)
- The first mailing is *not a postcard*.
- The Census Bureau *will not email or text people* for the 2020 Census. (*Beware of scams.*)

THE CHALLENGE

- The census is not an equal opportunity enumeration.
- **“Hard to count”** groups include:
 - *people of color*
 - *low income households (renters)*
 - *young children (age 0–4), esp. Black & Latino*
 - *LEP & foreign-born households*
 - *single, female-headed households*
 - *young, mobile adults*
- Non-Hispanic White + higher income households *overcounted*
- **Result:** disproportionate undercount that skews census data and everything that flows from those data *for next 10 years*

THE 2020 CENSUS AT RISK: *The perfect storm?*

- **Insufficient & delayed annual funding** (appropriations)
- **First high-tech census**: cybersecurity threats; digital divide; disinformation campaigns; IT failures; phishing, fake websites
- **Civic disengagement & mistrust of government**: threatens participation in many communities
- **Citizenship question controversy**: disrupted preparations; increased the “climate of fear”
- **Natural disasters**: The census meets the climate crisis.
- **The wildcards**: presidential campaign; @RealDonaldTrump

**I AM NOT ON TWITTER,
BUT ...**

#FailureIsNotAnOption

TAKE-AWAYS

1. **Name a full-time city census coordinator** (at least from February – July).
 - *Can't afford it?* Ask philanthropy or the business community to chip in.
2. **Engage group facility administrators to ensure accurate enumeration.**
 - E.g. Prisons/jails; colleges/universities; domestic violence shelters; skilled nursing homes; homes for 'returning citizens' (halfway houses)
3. **Engage service providers and advocates for people experiencing homelessness.**
 - Shelters; mobile food vans; "outdoor" locations, such as encampments & train stations
4. **Be a cheerleader, advocate, and guardian for your city!**
 - *Nothing* is more important over the next year than an accurate census in your community. *There are no do-overs.*
 - **Lead. Promote. Empathize. Reassure. Stand up for your residents.**

THANK YOU!
Happy Census Year!
#CountMeIn