

#census2020

the first online decennial census

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Why the decennial census matters

- \$700-900bn in funding nationally
 - schools, libraries, parks, social services
- Census population counts determine redistricting & levels of representation
- Business & residential development
- This is a civic action for all. Everybody counts!

Why it matters: New York State

- We could lose \$1.5bn each year over the next decade in federal aid provided through 75 programs:
 - Medicaid, Section 8, Head Start, SNAP, schools
 - \$2.4bn education, \$4.1bn housing, \$6.8bn human services, and \$1.7bn transportation
- NYS Congressional representation could shrink from 27 to 25 seats

Why it matters: Beacon

TRACT ST./CO. CONGRESS STATE LEG.

3,000.)

The Census Bureau will invite households in Tract 2101.01 to participate in the 2020 Census by:

- Mailing a letter to 97.9% of the tract's housing units, beginning March 2020.
- Hand-delivering a census packet to 2.1% of the tract's housing units, beginning March 2020.

Click/tap below for more info on factors affecting Tract 2101.01's participation in the 2020 Census:

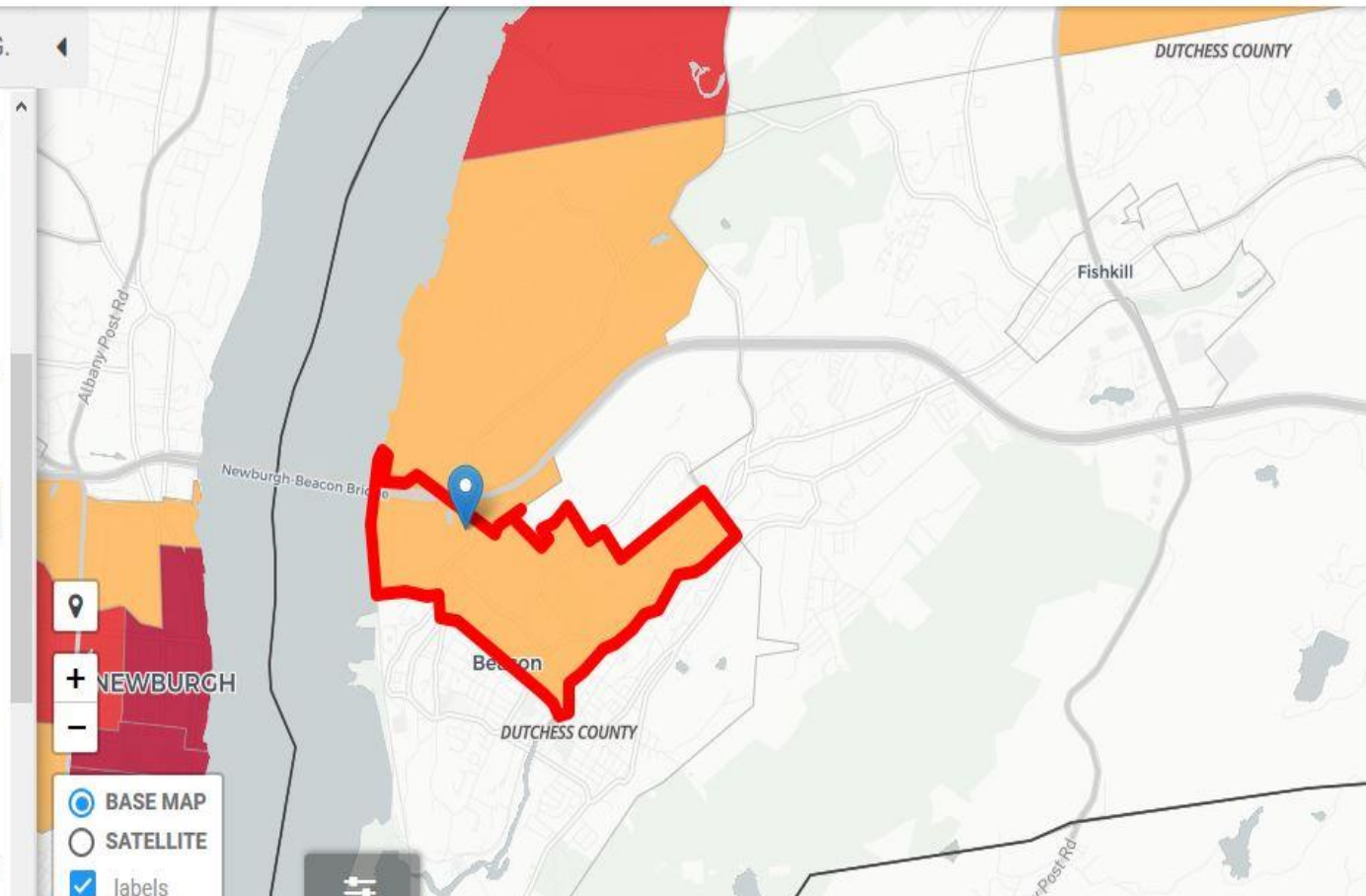
CENSUS DETAILS FOR TRACT 2101.01

Census

only 72.4% of the tract's households mailed back their 2010 census questionnaire,

requiring more costly and difficult in-person follow up to count the remaining 27.6%. This tract is one of the hardest to count in the country.

2) Another measure of census self-response is the Census Bureau's *low response score* (LRS). The LRS for this tract is 23.5, which means 76.5% of this tract's households are projected to fill out the 2020 Census





**Wait, the census is
going to be online?!**


The census is moving online

- Other ways to be counted:
 - Call centers
 - Enumeration
 - Eventually, paper forms

...but the most reliable way to get counted in 2020 will be online

11/14/2018 Page 1 J1G

OMB No. 0607-0999; Approval Expires 09/30/2020

 **UNITED STATES DEPARTMENT OF COMMERCE**
Economics and Statistics Administration
U.S. Census Bureau
Washington, DC 20233-0001
OFFICE OF THE DIRECTOR

P1C-40851-P2T64
TO RESIDENT AT
56 BELAIR AVE
PROVIDENCE RI 02906-2604

March 16, 2018

A Message from the Director, U.S. Census Bureau

Dear Resident:

To prepare for the 2020 Census, the Census Bureau is conducting the **2018 Census Test**. The Census Bureau conducts this important 10-minute survey to help make the 2020 Census easier, more convenient, and less costly.

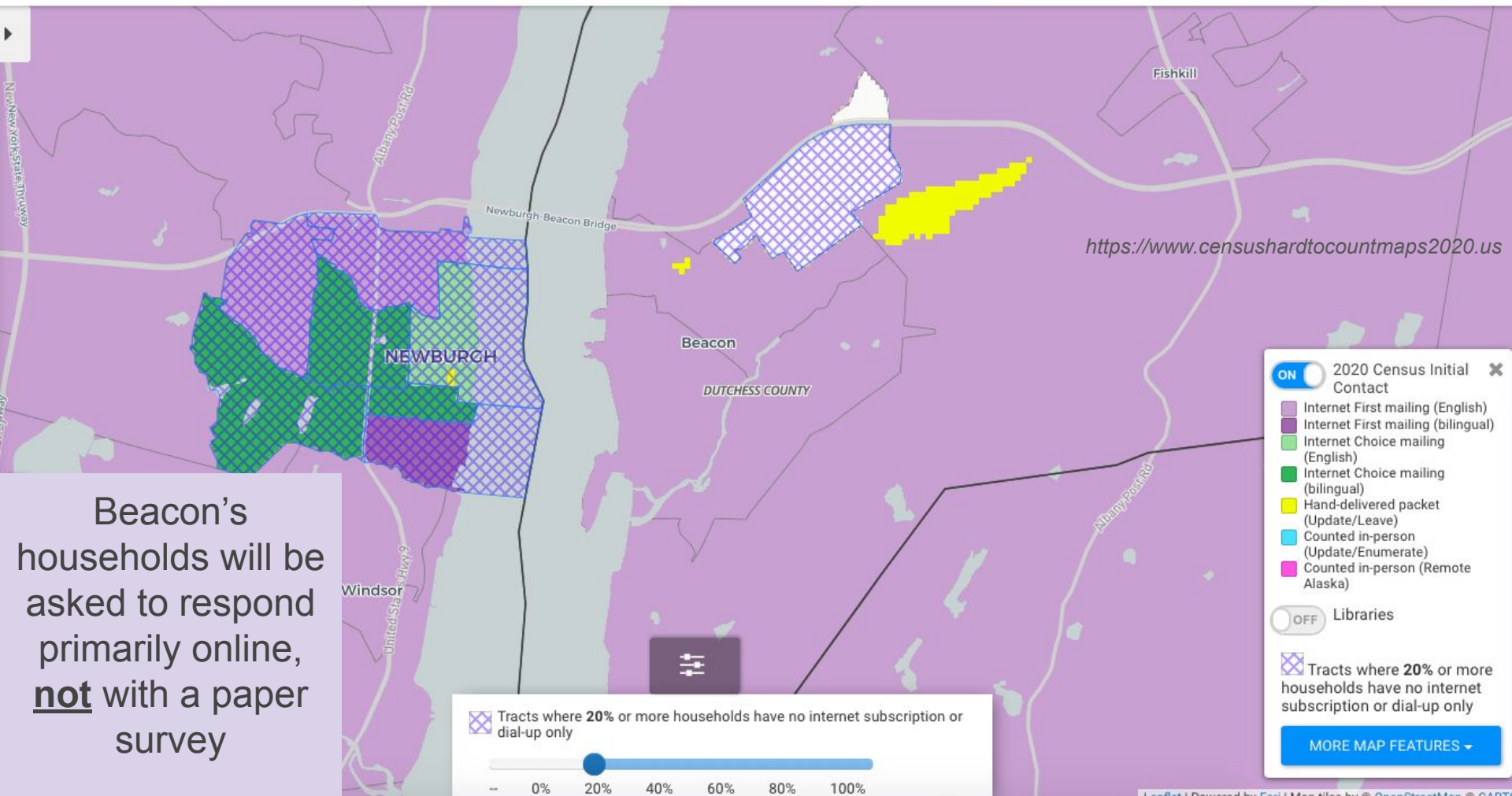
Results from the 2020 Census will be used to:

- Allocate resources for schools, health services, and new business development.
- Prepare your community to meet transportation and emergency readiness needs.
- Help ensure the political representation of your community.

Respond by April 1 at:
survey.census.gov

Your User ID is:
1203 - 0535 - 0284

The Census Bureau is using the internet to securely collect your information. Respond online to help us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete the survey online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.



<https://www.censushardtocountmaps2020.us>

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)

Libraries

Tracts where 20% or more households have no internet subscription or dial-up only

MORE MAP FEATURES

Tracts where 20% or more households have no internet subscription or dial-up only



Beacon's households will be asked to respond primarily online, **not** with a paper survey

Who's at risk of not being counted?

- (1) children under 5 years old,
- (2) PoC,
- (3) Latinx,
- (4) over 65 years of age,
- (5) limited English speaking,
- (6) people in poverty,
- (7) renters,
- (8) single parents,
- (9) foreign born, and
- (10) no internet.

*groups that rely on social programs
& more likely to use smartphones for internet*

***If these groups are undercounted,
funding will be cut and they will lose representation***



Recommendations

- Create internet access points (hotspots, kiosks)
- Public events (trusted community partners & library)
 - Hotspots/devices
 - Coordinate with Complete Count Committees
- Guidance for how to get counted online (post information, get the word out)
 - Training for volunteers, staff at service orgs/library
- Messaging (small business community, faith community)
 - Renters who may not have been counted in the past
 - Schools
- [Response Rate Toolkit](#)

Bottom line:

Enumerators *should* come around, the paper forms *should* come around, but we can't count on that.

Getting everyone counted online by April 1 is our best option.

Get your community counted for:

- Public infrastructure
- Social services
- Representation and fair districting
- The future of equitable development
- Democracy!



Thank you!