MAKING THE 2020 CENSUS COUNT

An Informational Webinar Sponsored by the International Town and Gown Association (ITGA) in Partnership with the National League of Cities’ University Communities Council (NLC UCC) and US Census Bureau

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Webinar Moderators

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The 2020 Census Counts Everyone!

International Town and Gown Association
2020 Census Webinar

September 25, 2019

Cathy Hartz, National Partnerships
Program/Academics
US Census Bureau
The 2020 Census Will Shape America for the Next Ten Years.

The U.S. Constitution (Article 1, Section 2) requires a census every ten years to determine state representation in the U.S. Congress.

Federal funding -- currently more than $675 billion a year -- is allocated based on the census.

This affects vital local services, including:

• Education
• Housing
• Transportation
• Healthcare

An accurate and complete count is essential!
Achieving an Accurate 2020 Census

A Challenging Environment...

- Polarized society
- Distrust of government
- Presidential Primaries
- Citizenship Question
- Fear of retribution

2020 Census

- Constrained fiscal environment
- Rapidly changing use of technology
- Information explosion
- Distrust in government
- Declining response rates
- Increasingly diverse population
- Informal, complex living arrangements
- A mobile population
Achieving an Accurate 2020 Census

Hard-to-Count (HTC) populations include:

- Mobile Millennials
- Children under the age of five
- Immigrant Communities
- Persons experiencing homelessness
- American Indians and Alaska Natives
- Non-English speaking households
- Minority populations
These Challenges are not new to the Census Bureau.

Motivating participation and response is based on three simple facts:

The Census is **Important**
The Census is **Easy**
The Census is **Safe**
How do we engage and motivate people to answer the 2020 Census?

National Regional and Local Partnerships
• Partnership Specialists – 1,500 and growing.
• Total national and local organizations – About 300,000.

Target Audience Outreach
• Extensive Social Media
• Traditional and Digital Advertising
• Statistics in Schools

Advertising Campaign Theme

Everyone counts.

Campaign Phases
Awareness – launches in January
Motivation – kicks off in March
Reminder – starts in May
Thank You – completes campaign in August

Multiple Channels
Digital, broadcast, out-of-home

Many Languages
English and 12 additional languages
The 2020 Census is multi-lingual.

Optional languages for Self-Response (online and phone), and advertising campaign

- English
- Español
- 中文
- Tiếng Việt
- 한국어
- Русский
- العربية
- Filipino
- Polski
- Français
- Kreyòl ayisyen
- Português
- 日本語

Video and Print Language Guides, Glossaries, Language Identification Cards

- 59 languages besides English
- Language Guides include:
  - American Sign Language
  - Braille
  - Large Print

Paper Questionnaires, Mailing Materials, and Field Enumeration Instrument

- English
- Español
How the 2020 Census will invite everyone to respond

We make it easy for people to respond anytime, anywhere.

Online
Phone
Paper
Census-Taker

95% of households will receive their census invitation in the mail.
**2020 Census Invitations and Questionnaires Schedule**

**Approximate Mail out Dates**

“Internet Choice” Invite – March 12

Reminder Letter – March 16

Reminder Postcard – March 26

*Census Day!* – April 1

Letter and Questionnaire – April 8

“It’s Not Too Late!” Postcard – April 20
The 2020 Census Timeline – Major Operations

Partners help every step of the way.
2020 Census: Group Quarters (GQ)
Definitions: What is a Group Quarters (GQ)?

A GQ is a place where people live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents. This is not a typical household-type living arrangement. These services may include custodial or medical care as well as other types of assistance, and residency is commonly restricted to those receiving these services.

Group quarters include such places as college/university student housing, residential treatment centers, nursing/skilled nursing facilities, group homes, correctional facilities, and workers’ group living quarters and job corps centers.
Who is included in the GQ/On-Campus College/University Student Housing Enumeration?

GQ Type 501 – College/University Student Housing (owned/leased/managed by a college/university)

GQ Type 502 – College/University Student Housing (owned/leased/managed by private company/agency)
**2020 Census Residence Rules: Where Should Postsecondary Students Be Counted?**

**Counted at the on-campus or off-campus residence**

- College students living away from their parental home while attending college in the U.S. (living either on-campus or off-campus)—Counted at the on-campus or off-campus residence where they live and sleep most of the time.

- College students living away from their parental home while attending college in the U.S. (living either on-campus or off-campus) but staying at their parental home while on break or vacation—Counted at the on-campus or off-campus residence where they live and sleep most of the time.

- Foreign students living in the U.S. while attending college in the U.S. (living either on-campus or off-campus)—Counted at the on-campus or off-campus residence where they live and sleep most of the time.

**Counted at the home of their parents**

- College students living at their parental home while attending college—Counted at their parental home.

**Not counted in the Census**

- U.S. college students living outside the U.S. while attending college outside the U.S.—Not counted in the census.
2020 Census Group Quarters Advance Contact: February 3, 2020 – March 6, 2020

Advance Contact is both an in-office and in-field operation.

- Area Census Office (ACO) clerks will make a telephone call to the GQ to confirm and explain the procedures for the upcoming Group Quarters Enumeration (GQE) operation. The Census worker will
  - Verify the Group Quarters name, address information, contact name, phone number, and business email address.
  - Collect an expected Census Day population count.
  - Allow facility managers to choose a method of enumeration based on the GQ type.
  - Schedule an appointment for enumeration.

Note: If there is no available contact name or a phone number, the designated persons will have to make a personal visit to collect the above information and discuss the enumeration procedures including the enumeration options.
Field Employment and Hiring

- Streamlined process
- Applicants stay in the applicant pool for the entire 2020 Census, so we can reach out to them as we need to fill jobs.
- Recruiting efforts are going on now!
  - We have already begun our recruiting of 40,000-60,000 listers which are needed for Address Canvassing.
  - In Fall 2019, we will continue recruiting efforts as we prepare to hire and train 400,000-450,000 enumerators for Nonresponse Followup.
  - Over 160,000 applicants have create a profile and completed the assessment in the online system, greatly surpassing our goal.
What to Expect During the Next 18+ Months

Address Canvassing – 50,000 field employees – August/September 2019

Peak Recruitment Drive – 2.3 million applicants – October 2019 through February 2020

First Enumeration in rural Alaska – January 21, 2020

Mail Outs – Letters, questionnaires, and reminder postcards to every household – March 12 through April 27, 2020

Census Day – April 1, 2020

Peak Field Operations – more than 500,000 employees – March through July 2020

Update Leave (UL) – March 2020

Group Quarters (GC) Enumeration – April 2020

Nonresponse Follow-up (NRFU) – late April through July 2020

State-level Apportionment Counts – delivered to President by December 31, 2020

Redistricting Data – block level delivered to states no later than April 1, 2021
Are your ready to become a 2020 Census Partner?


- Form or join Complete Count Committees and use the Response Outreach Area Mapper (ROAM) to inform outreach strategies and tactics. https://www.census.gov/roam and https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html

- Spread the word about 500,000 temporary census jobs. https://2020census.gov/jobs

- Focus on promotion of “self-response” to the census in late March and April 2020.

The Census is Important…Easy…Safe
State College, PA

- Size: 4.5 square miles
- Population in 2010: 42,034
- Density: ~9,500 people per square mile
- Student population: 27,498 (est. of 70% of total population)
- Penn State enrollment (approx.):
  - System-wide: 99,000
  - Local flagship campus: 48,000
- 55.4% renter-occupied
- 44.6% owner-occupied
- 569 single-family rentals (19% of all single family homes)
- 284 single-family homes registered student homes
- 248 duplex and and Single-family with apartment registered student homes
Importance of the Census to State College

- Funding
  - Infrastructure
  - Housing
  - Education
  - Human Services

- Demographics
  - Age
  - Race/Ethnicity
  - Gender
  - Occupancy
  - Income
Challenges in a College Town

- Education
- Group Quarters
- Door-to-Door Enumeration Dates Vs. Academic Calendar
- Transient Population
- International Residents
- Hard to Reach/At-Risk Population
- Demographics
Coordination Is Key

- State College, Penn State University, and Centre County all currently have complete count committees.
- Our goal is to coordinate and work together with these committees.
- By coordinating, this will ensure efforts to promote the census are consistent and clear.
University of Arizona

Fall 2018:

45,217  Total Enrollment

35,233  Undergraduate
9,984   Graduate

4500   Online (60% in-state)

City of Tucson

2019

545,975  Total population

24.09%  Overall Poverty Rate
Student Living

• Approx. **7500** students living in dorms

• Approx. **950** living on-campus in recognized Greek facilities

• **36,000+** students live off-campus.  
  *This population is our challenge and focus.*

• Approx. **14,550** students living in 40 privately-owned apartment complexes that work with our off-campus housing office.
Census 2020 Structure

UA established our own Complete Count Committee, but partner closely with the City of Tucson CCC and the Pima Association of Government CCC.
UA Complete Count Committee

Representatives from across campus, including

- Provost Office
- Marketing & Communications
- Dean of Students Office
- Housing & Residents Life
- Off-Campus Housing
- Reps from each College
- University Libraries
- Human Resources
- Student Unions
- Campus Health

- Athletics
- Parent & Family Programs
- Cooperative Extension
- Cultural Centers
- HSI leaders
- Career Services
- Shared Governance leaders
- Student Leadership
- Student Media
Student Leadership’s Efforts

• UA student leaders are enthusiastically supporting this civic engagement opportunity and creating their own campaign.

• Now partnering with student groups on other AZ university campuses.

Sample of Efforts

• Presenting at student summit
• Systematically talking with professors about ways to incorporate into curriculum
• Social media campaign
• Creating video with University President
Guiding Principles for Our Campaign

• Don’t duplicate efforts.
  Reinforce, don’t recreate, Census 2020 messaging our students will hear in the community.

• Support efforts of students to influence students.

• Take advantage of campus expertise.
  Provide campus leaders with Census information so they can craft efforts that will effectively reach the students they interact with.
Overview for MSU

City of East Lansing
• 48,600 total population
  • approximately 60% of East Lansing’s population is MSU students

Michigan State University
• 50,000 students
  • 39,000 Undergraduate, 11,000 Graduate

Students live all across region, but namely in East Lansing, Lansing, and Meridian Township
• approximately 15-16K are MSU students living on campus,
• approximately 13K are MSU students living in East Lansing (but not on campus)
• approximately 13K are MSU students living in across region (not in East Lansing, not on campus)
• approximately 8K are out of region (online, internships, etc.)
Overview for MSU

• MSU has one of the largest residence hall systems with almost 16,000 Spartans living on campus in MSU owned and managed facilities (Group Quarters)
  • 27 residence halls
  • 20 apartment style living units
• MSU’s main focus is on accurately counting the vast on-campus population.
Overview for MSU

MSU Enumeration Committee

- Consists of representatives from Government Relations, Student Affairs, Residence Life, Registrar’s Office, General Counsel, Information Technology, and Student Government

Municipal Census Committees

- MSU is working closely with each Census committee from the local municipalities (City of East Lansing, City of Lansing, Meridian Township)
- Community partners include libraries, religious groups, transportation, schools, neighborhoods, apartment complexes, hospitals, Chamber, community organizations, etc.
• In working with the City of East Lansing, our goal is to achieve the 50,000 city population threshold (currently at 48,600)

• Other communities want as accurate count as possible

• All communities want to inform, educate, and inspire
1) Participating in the administrative record option (electronic upload) for on-campus students (those in Group Quarters)
   1) **Accuracy** – MSU will provide what is non-restricted directory information (at MSU this will yield approximately 97% completion for on campus students)
   2) **Ease** – Technology vs. more labor intensive methods

2) Intensive communication efforts with all students (and parents) regardless of residency of student with objectives of educating about the purpose and importance of the Census
Communication efforts, include, but are not limited to

Phase 1:

- “Save the Date” - for April 1, 2020 (now through January, 2020)
- Events – collaborate with on-going activities (already started)
- General publicity - News letters, banners, table tents, etc.

Phase 2:

- “Save the Date” will change to “Action to Complete” – starting February, 2020
- Events – collaboration with on-going events, will have devices available
- Direct Communication – emails, social media, and other directed communication efforts
Recap

• Determine Goal(s)
• Develop your team
• If interested in administrative record option consult with your University’s General Counsel and Registrar’s Office (FERPA Letter)
• Involve IT early on
• Determine other communication and marketing strategies
THANK YOU
Next Steps Toward Making Census 2020 Count in Your Community

Questions & Answers
THANK YOU TO OUR PANELISTS AND OUR REGISTRANTS

The recorded webinar will be available at ITGA.org for future viewing.