Speakers

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The 2020 Census + NCOA

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2020 Census highlights

- Mandated by Article 1, Section 2 of the U.S. Constitution, the census determines congressional representation and is used for state and local redistricting
- Census Day is April 1, 2020
- The census is the nation’s largest peacetime mobilization
- Respondent information is strictly confidential by law
- Respondents will have the option to complete the form online, by phone, or by mail
- Helps direct more than $675 billion annually in federal funding
- Census data used by businesses, governments, and civic organizations to inform decision-making
Programs that use Census Bureau statistics to inform funding

- Medicare health insurance (Medicaid) for people with low income, including people with disabilities
- Supplemental Nutrition Assistance Program (SNAP) for low-income people, including disabled and low-income people over 65
- Medicare Part B insurance for all people over 65
- Social Services Block Grants
  - Highway planning and construction grants
  - Pell Grants for college tuition
  - Housing assistance
  - Head Start and other education grants
Safety and Security

• **Responses to the 2020 Census are safe, secure, and protected by federal law.** Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies (including ICE, FBI).

• **By law, responses cannot be used against you.**

• **Every Census Bureau employee takes an oath to protect your personal information for life.** The penalty for sharing information is 5 years in prison and/or a $250,000 fine.

• **Online responses are safe from hacking and other cyber threats.**
2020 Census: A population count

Easy
Respond online, by phone, or by mail

Safe
Your information is protected by law

Important
Responses help determine community funding and congressional representation
Questionnaire

• How many people are living or staying in your home on April 1, 2020
• If there are any additional people staying in your home on April 1, 2020 that you did not already include
• Whether the home is owned or rented
• The name, sex, age, date of birth, race of each person in the household
• About the relationship of each person in the household to one central person
2020 Census Language Support

Internet Self-Response and Census Questionnaire Assistance

Language Guides (Video and Print)
Language Glossaries
Language Identification Card

12 Non-English Languages

- Spanish
- Chinese
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole
- Portuguese
- Japanese

59 Non-English Languages

- Spanish
- Chinese
- Farsi
- Khmer
- Tamil
- Croatian
- Navajo
- Bulgarian
- Vietnamese
- German
- Nepali
- Urdu
- Hungarian
- Twi
- Korean
- Armenian
- Romanian
- Hebrew
- Lithuanian
- Russian
- Hindi
- Telugu
- Malayalam
- Yoruba
- Arabic
- Ukrainian
- Burmese
- Swahili
- Czech
- Tagalog
- Bengali
- Punjabi
- Yiddish
- Igbo
- Polish
- Greek
- Lao
- Indonesian
- Marathi
- French
- Amharic
- Hmong
- Serbian
- Sinhala
- Haitian Creole
- Somali
- Albanian
- Tigrinya
- Slovak
- Portuguese
- Thai
- Turkish
- Ilocano
- American
- Japanese
- Gujarati
- Bosnian
- Dutch
- Sign Language

Internet Self-Response

Welcome to the 2020 Census

- It’s quick and easy. The 2020 Census questionnaire will take about 10 minutes to complete.
- It’s safe, secure, and confidential. Your information and privacy are protected.
- Your response helps to direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Results from the 2020 Census will be used to determine the number of seats each state has in Congress and your political representation at all levels of government.

Getting started:
- You must complete your questionnaire once you begin. If you leave the questionnaire and return later, you will have to start over.
- Do not use the web browser buttons (back, forward, or close browser). Use the buttons within the questionnaire to navigate.
- For best results, use the latest version of Chrome, Firefox, Internet Explorer, or Safari. Enable pop-ups and cookies.

Start Questionnaire
When it’s time to respond, most households will receive an invitation in the mail (some will be delivered by a census taker).

Every household will have the option of responding online, by phone, or by mail.
Campaign phases and timeline

1. Phase 1: Awareness*
   
   January 12 through March 12, 2020**
   
   Bring attention that the 2020 Census is approaching and educate.
   
   Keep the 2020 Census top of mind.

2. Phase 2: Motivation
   
   March 13 through May 12, 2020
   (Census Day is April 1, 2020)
   
   Drive participation and action to encourage 2020 Census survey completes.

3. Phase 3: Reminder
   
   May 13 through July 31, 2020
   
   Remind people of the deadlines to drive non-responder survey completes.
   
   Inform people of enumerators for cooperation prior to when they will come to their door.

4. Phase 4: Thank You
   
   September 2020 - Beyond
   
   Inform the public that the 2020 Census is now complete and educate where census results can be found (private information will not be shared).

*Timing for each phase may be subject to change  **Alaska (remote campaigns) to launch Phase 1 in January 1, 2020 due to early enumeration
We’re hiring!

- Recruiting 2 million individuals to work in their communities.
- Pay rates vary according to location.
- Schedules are flexible – work 10 hours/week or full time!
- Applicants stay in the pool for the entire census.
- Hourly rate changes from $15 to $30 depending on location
- Language capabilities are beneficial!

www.2020census.gov/jobs
Landscape of Partnership

- Diverse Elders Coalition (https://www.diverseelders.org/)
  - Webinars
  - Publishing 7 blogs before 2020 Census ends
- AARP (https://states.aarp.org/tag/2020-census)
  - Promoted hiring by including a video on why and how to be a 2020 Census worker
  - Publishing numerous of blogs on the importance of the 2020 Census and how to combat misinformation on the census
  - Working on in-language Public Service Announcements

- Current national partners and supporters are listed at https://www.2020census.gov/en/partners/directory.html
Join the conversation online
#2020Census

Become a partner!

Regional Census Centers
Ensuring hard-to-count communities across Colorado are counted in the 2020 Census
Building Partnerships

Working statewide

Communications and Census Expertise

Through national partners and research

Mini-grants to nonprofits

To supplement much needed resources

Census Trainings

Utilizing train the trainer method

Final Report

Lessons learned and best practices for 2030 Census

Together We Count
Census Bureau
Officially Conducting the Census Count.

Utilizes Partnership Specialists in the community across Colorado

Together We Count
501c3 organization supporting non-profits and ensuring hard-to-count communities are counted

Everyone Counts
Colorado Department of Local Affairs. Runs the state Complete Count Committee and allocated the state census grant money

Denver Regional Council of Governments
Received State grant money in 2019 and are leading the older adult outreach space with toolkits and resources for AAA.
Services funded by Area Agencies on Aging

- Transportation
- Nutrition
- In-home Care
- In-home Assistance
- Yard Work
- Caregiver Support
- Legal
- Respite
- Grandparent Support
- Benefits Counseling
Other Services Funded by Federal and State Dollars

- meal preparation
- fall prevention
- chronic disease self-management
- health promotion
- education
- services for the blind and visually impaired
- home repair or modification
- hearing aids and glasses
- mental health services
- Native American services
Hard-to-Count Communities Defined by the State of Colorado

- Children under 5
- Racial and ethnic minorities
- Communities of color
- American Indians and Alaskan Natives
- People with disabilities
- People with low incomes
- Immigrants
- Limited English proficiency
- People living in rural areas
- People without sufficient internet access
- Adults 60 +
- Transient or homeless
- Ute Mountain Ute and Ute Indian Tribes
Hard-to-Count Older Adults

- Barriers
  - Transitional, institutional, health issues
  - Online option – will older adults trust it?

- Incomplete census means fewer federal dollars for health care, transportation and services for older adults

- Rapidly growing older adult population across Colorado with existing population and recent arrivals
Increasing Complex Households

* The 2020 Census is a household count and we know that many families are living in more complex households with multi-generational and grandparents raising grandchildren

In 2016, nearly 40,000 Colorado kids had a grandparent as their primary caregiver.

Source: Colorado Children's Campaign Kids Count Data Book 2016
Who are Trusted Messengers

Research by National Census Partners

- Peers in religious organizations
- Teachers
- Healthcare providers
- Family members & friends
- Local Black Elected Officials
- Certain Black Celebrities
- Family members, particularly women in the household
- Nurses and doctors
- Latino community organizations
For community partners to provide a resource for operations, best Practices and timeline
• Print  
  • posters  
  • flyers  
  • table tents  

• Digital  
  • social media  
  • newsletter text  
  • website images  
  • download print materials

Denver Regional Council of Government (DRCOG) Toolkit
Flyers: Tailored Audiences

Design options and text will be tailored for different audiences:

- General older adult
- Older adults with visual impairments
- Latino older adults
- Older veterans
- American Indian older adults
• Importance of responding to the census
• Inform families and professionals about how they assist others in filling out forms, what not to do
• Fraud/scam prevention
• Mailing timeline; what to expect
• How to respond to the census
DRCOG's Strategy:

AAA Staff Outreach

- Information and assistance line
- Medicare beneficiaries
- Case management client packets
- Client satisfaction surveys
- Skilled nursing and assisted living facilities
- County councils on aging
- Community events/resource fairs
Together We Count

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Togetherwecount.org
CENSUS 2020

The View from Texas Congressional District 33
About TX-33 – Who are We?

• About 777,000 people in Dallas/Fort Worth Metroplex
• Over 100,000 people over the age of 60 – 13%
• Almost 16% African-American
• 67% Hispanic or Latino
• 33% Foreign Born
• Median Household income of $44,286
• Almost 1/3 of population has no health insurance coverage
• 61% have a high school degree or higher
• 11% have a bachelor’s degree or higher
Challenges Faced by TX33 Seniors

• Affordable Housing/Gentrification
• Transportation/Lack of Public Transportation
• Lack of Affordable Healthcare/Prescription Drug Costs
• They are targets of Scams.
Congressional Reach-out to TX33 Seniors

- Hosts Senior Forums
- Health and Fitness Activities
- Attending functions with senior groups
- Provide them with Casework assistance in dealing with Federal Agencies
Challenges Faced in Census

- Lack of State/Local Funding for promotion and education
- Language Barriers
- Aging/Distrustful Population
- Political Environment Creates distrust of Federal Government
What is Congressman Veasey doing to promote the Census?

- Participating in events like this one
- Will be holding a tele-townhall on the Census in March
- Recorded a PSA
- Talks about the importance of census at every public event
- Coordinating with local Census officials on challenges they’re facing
Help Miami get its share of resources through the 2020 Census.

www.miamicensus.org
MIAMI-DADE COUNTS 2020 APPROACH

**GRANTMAKING**

Awards to organizations working towards complete count efforts.

**OUTREACH**

Develop shared messaging and tools to collectively support full participation in Census 2020.

**PARTNERSHIP**

Unite philanthropists, elected officials, influencers, nonprofits and residents around Census 2020 efforts.
GET INVOLVED

LEARN MORE
Educate yourself on the history and importance of the census. Visit www.miamicensus.org.

SPREAD THE WORD
Tell your family, your friends, and your colleagues that the Census is happening in April 2020.

CONTACT US
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WWW.MIAMICENSUS.ORG
Learn More

NCOA.ORG

Get Started

We can help you meet the challenges of aging

For Professionals
Get programs and best practices to better serve older adults in your community.
Go

For Older Adults & Caregivers
Use our online tools and tips to stay healthy and economically secure.
Go

For Advocates
Learn the latest in aging policy and see how to speak up for seniors in need.
Go