2020 Decennial Census
Northwest Indian Housing Association
September 11, 2019

201 Days until Census Day
(April 1, 2020)
Community Partnership and Engagement Program

Increase participation in the 2020 Census for those who are less likely to respond or are often missed.

- **EDUCATE** people about the Decennial 2020 Census and foster cooperation with Tribes and stakeholders.
- **ENCOURAGE** tribal and community partners to motivate people to self-respond.
- **ENGAGE** tribal and grass roots organizations to reach out to hard to count groups and those who aren’t motivated to respond to the national campaign.
Census Trivia

When was the first Census conducted?
   First Census conducted in 1790

When did AIANs become part of the Census count?
   American Indians living in the general population were identified for the first time in 1860
   American Indians living on reservations were identified for the first time in 1900

What percentage of Tribal Area Households do not have access to the Internet?
   26.8%

What year were AIANs granted the right to vote?
   American Indians were granted the right to vote in 1924

When day is “Census Day”?
   April 1, 2020
Why Do We Take the Census?

U.S. Constitution, Article 1, Section 2 mandates an apportionment of representatives among the states for the House of Representatives every 10 years.

By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day - on or before December 31, 2020.
2020 Census: Counting Everyone Once, Only Once, and in the Right Place

- Money
- Power
- Justice
- Self Determination
- Building community
- Planning for future generations
The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census question are or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.

2. We will never share a respondents personal information with other government agencies.

3. Results from the census are reported in statistical format only.

4. Records are confidential for 72 years by law (Title 44, U.S. Code).

5. All Census Bureau employees swear a lifetime oath to protect respondent information.

6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
The 2020 Census is in 'deep trouble' and tribes will lose big

A troubled Census: Norm DeWeaver, James Tucker, and Liz Medicine Crow, talk about the challenges for Native people in the 2020 Census. (Photo by Mark Trahant)

by Mark Trahant  Sep 12, 2018 - edited

Tribes will lose at least $3,000 in government spending for every person not counted

ALBUQUERQUE -- American Indians and Alaska Natives during the best of circumstances when the U.S. censuses are conducted. But what about this year?

“The 2020 Census is in trouble. It's become a lot more than just a question of counting people,” said DeWeaver, DeWeaver is a consulting firm. The Census Bureau, which is responsible for conducting the decennial census, is facing several challenges that could affect the accuracy of the results. The bureau has been underfunded and understaffed for several years, and the current political climate has made it difficult to get cooperation from some states and local governments.

What is at Stake?

- Distribution of more than $675 billion annually in federal funds.
- Redistricting of state legislative districts.
- Forecasting future transportation needs.
- Determining areas eligible for housing assistance and rehabilitation loans.
- Assisting tribal, federal and state and local governments in planning, and implementing programs and services in:
  - Education (School lunch program, Head Start/Early Head Start)
  - Health (Medicaid, Medicare, Indian Health Services)
  - Social Services (Workforce Development, Youth and Elders Programs)
  - Housing (Indian Housing Block Grants)
Counting for Dollars

HUD - Public and Indian Housing Grants

Washington $45,835,000
Oregon $18,714,000
Idaho $1,261,000
Area Census Offices (ACO) - 2nd Wave July-Sept 2019
Washington: 5 (Seattle, Tacoma, Olympia, Everett, Spokane)
Oregon: 3 (Salem, Springfield, Portland)
Idaho: 1 (Boise)

LARCC – 7 States
*Region with largest Tribal Nations
*TPS in majority of states
2020 Census vs 2010 Census

Easier.
More efficient.
Confidential.
Safe.

We mail to physical addresses not PO Boxes

First invitation mailed on March 12, 2020
Self-response
Internet, Phone, and Mail

Non Response Follow Up
Enumerators/Census Takers

Last day to respond July 24-31, 2020
2020 Census: Counting Everyone Once, Only Once, and in the Right Place
Key Dates

2020 Census Phases

Education Phase - 2018-2019
Awareness Phase - April 2019-March 2020
Motivation Phase - March-June 2020
Reminder Phase - May-July 2020
Thank you Phase - Starts July 2020

Last day to respond July 24-31, 2020
<table>
<thead>
<tr>
<th>Timeline</th>
<th>Operation</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 2019</td>
<td>Address Canvassing (AC)</td>
<td>Update the address frame and identify locations where people live, or could live for selected areas.</td>
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<tr>
<td>March 2020</td>
<td>Update/Leave (UL)</td>
<td>Update the address along with feature data and leave a packet to encourage self-response and a paper questionnaire.</td>
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<td>March 2020</td>
<td>Service Based Enumeration (SBE)</td>
<td>Enumerate individuals receiving assistance at service based locations and people experiencing homelessness, living in transitory locations (such as recreation vehicle parks, campgrounds, tent cities, carnivals, marinas, hotels, who do not have a usual home elsewhere).</td>
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<tr>
<td>March 2020</td>
<td>Group Quarters Enumeration (GQE)</td>
<td>Enumerate people living or staying in group quarters, such as correctional facilities, skilled nursing facilities, college residential halls, group homes, worker’s dormitories.</td>
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<td>March 12-20</td>
<td>Self-Response</td>
<td>Internet Self-Response Starts. Provides an Option for respondents to complete the census questionnaire by internet.</td>
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<td>April 1st</td>
<td>Census Day</td>
<td>Census Day</td>
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<td>April 2020</td>
<td>Early Non-Response Follow-up (NRFU)</td>
<td>Conducted in blocks surrounding colleges and universities where students are likely to have moved out before regular NRFU begins.</td>
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<tr>
<td>May 2020</td>
<td>Non-Response Follow-up (NRFU)</td>
<td>Reach out to households who did not respond to the 2020 Census questionnaire.</td>
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Address Canvassing

The Address Canvassing Operation serves two purposes:
1. Deliver a complete and accurate address list and spatial database for enumeration.
2. Determine the type and address characteristics for each living quarter.
3. This operation implements methods to improve and refine the U.S. Census Bureau’s address list in advance of the 2020 Census.
4. We compare the number of housing units on the ground to the number in the Census Bureau’s Master Address File.
5. In-Field Address Canvassing, field staff, known as listers, visit specific geographic areas within the Self-Response type of enumeration area (TEA) where in-office methods could not assure a complete and accurate address list.

Happening now through early October 2019
*Not all Tribal Areas will be Canvassed
Update Leave

• Optimize and allow household Self-Response through delivery of 2020 Census Questionnaire to every Housing Unit (HU)
• Package will include:
  • Paper Questionnaire (will have preprinted questionnaire ID and can be mailed)
  • A letter (Will provide instructions on three methods to respond to Census)
    • First method is to respond online using Uniform Resource Locator (URL) and Questionnaire ID printed on the enclosed Questionnaire.
    • Second method is complete and mail back the Questionnaire in the postage-paid envelope provided.
    • Third method is to respond via telephone by calling the Census Questionnaire Assistance (CQA) Center
• Census Questionnaire Assistance Insert
• Frequently Asked Questions Insert
• Return Envelope
Group Quarters and Service Based Enumeration

A Group Quarter (GQ) is a place where people who are not related 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.

Types of Group Quarters include:
College Residence Halls, Group Homes, Prisons, Nursing Homes, Residential Treatment Centers

Service-Based Enumeration (SBE) is a subset of GQ, where individuals who are experiencing home-lessness are receive services. We target places where people who maybe experiencing homeless are receiving services so we can provide them opportunities to be counted. These locations include: Mobile Food Vans, Soup Kitchens, Transitional and Emergency Shelters (with Sleeping Facilities) — for people experiencing homelessness.

Targeted Non-Sheltered Outdoor Locations (TNSOLs) — places where people experiencing homelessness live without paying to stay. Ex. Parks, Wooded Areas, Parkway Benches, Alleys, Restaurants, 24-hour Laundromats, Walmart, Casinos, etc.
The Role of Community Partners - We need you.

Obtaining an accurate count of individuals experiencing homelessness is impeded by several factors. These factors include fear and distrust of government officials, mental health concerns, finding and accessing locations frequented by individuals experiencing homelessness, and a few other confounders. **Community partners** who actively work with individuals experiencing homelessness can assist the Census workers to gain access to the target population in order to accurately count them, by doing the following:

1. Participate in the ongoing conversation and Census related activities about the 2020 Census.
2. Respond to Census workers when they reach out for assistance and partnership building.
3. Share resources about the 2020 Census with your network of providers.
4. Preset the population experiencing homelessness by letting them know that Census workers will be conducting enumerations beginning on April 1, 2020.
5. Encourage their participation in the 2020 Census. Frame your conversation in terms of the benefits of participating in the Census.
6. Help Census workers to identify new GQs in your community.
7. Be an active champion for the work being done by the Census Bureau.
What we will ask.

- Age and Date of Birth
- Address
- Hispanic or Latino origin
- Race/Ethnicity
- Relationship (includes same sex)
- Gender
- Tenure (Owner/Renter)
- Household (count everyone at address)
Who Counts as Part of Your Home?

If you are filling out the census for your home, you should count everyone who is living there as of April 1, 2020. This includes anyone who is living and sleeping there most of the time.

Counting Young Children

It is important to remember to count any children who are living with you. This includes:

- All children who live in your home, including grandchildren, nieces and nephews, and the children of friends.
- Children who split their time between homes, if they are living with you on April 1, 2020.
- Newborn babies, even those who are born on April 1, 2020, or who are still in the hospital on this date.

Further guidance can be found at 2020Census.gov
Hard to Count Populations (HTC)

- American Indian/Alaska Natives — at risk of being undercounted
- Young children and Elders (0-5 years)
- Low income persons/Poverty/Lack of internet access
- Persons experiencing homelessness/transient — Housing insecurity, seasonal fishing communities and families
- Persons who distrust the government
- LG BTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing
Data Tools

My Tribal Area
https://www.census.gov/tribal/

Response Outreach Area Mapper (ROAM)
https://www.census.gov/roam

Free Data Workshops and Webinar available to Tribes

2020Census.gov
Tribal Complete Count Committees

A committee established by tribal, state and local governments, and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census.

Focus is to encourage individuals in their community/tribe to self respond online, on the phone or by mail (if they receive a questionnaire by mail).

A formal partnership with the Census Bureau either by resolution, executive order or legislation. It provides the structure and support to engage the tribal, community and state’ stakeholders and encourage participation.

Census Bureau staff (Tribal Partnership Specialist) serve as liaisons and information resources for forming CCC.
Census Jobs
We are Recruiting!

Pay rate: $15-25 per hour
Paid weekly
Paid training
Flexible
SNAP, TANF, HUD, GA Waivers
Need for AI/AN Census Takers

www.2020census.gov/jobs
How can you help?

• Help generate readiness for the 2020 Decennial Census by encouraging your tribal community and tribal households to self respond.
• Help folks understand why it’s important and emphasize that it’s safe and confidential.
• Participating on a TCC or Local CCC.
• Invite Census staff to your events/meetings/activities.
• Apply for Census jobs and help us recruit a diverse staff for the ACO job positions.

Questions?
Contact Information

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