

Nantucket Counts!

Census 2020

Secretary of the
Commonwealth

Massachusetts
Immigrant and
Refugee
Advocacy Coalition

September 11, 2019

Agenda

- Census 2020 Overview
- What's at Stake?
- Challenges
- Messaging
- Action Steps
- Resources

What's the 2020 Census?

equal representation and
fair allocation of
resources to communities



Mandated by the U.S.
Constitution every 10 years



Count every person where
they live and sleep most of
the year



April 1st is Census Day!

Why does the 2020 Census Matter?

- \$22 Billion in Federal Funds for Massachusetts in FY16*

*Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data

analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

- Impacts Communities
 - \$238 million for Title I Public Schools
 - \$75 million for childcare
 - \$535 million for Children's Health Insurance Program (CHIP)
 - \$9.7 billion for Medicaid

- Equal Representation
 - at the national, state, and local levels

- Critical programs
 - that support education, housing, healthcare, and transportation services in our communities

What's at Stake for Nantucket

- Funds

An undercount of the population can have negative, compounding effects on funding for the island

- Affects communities

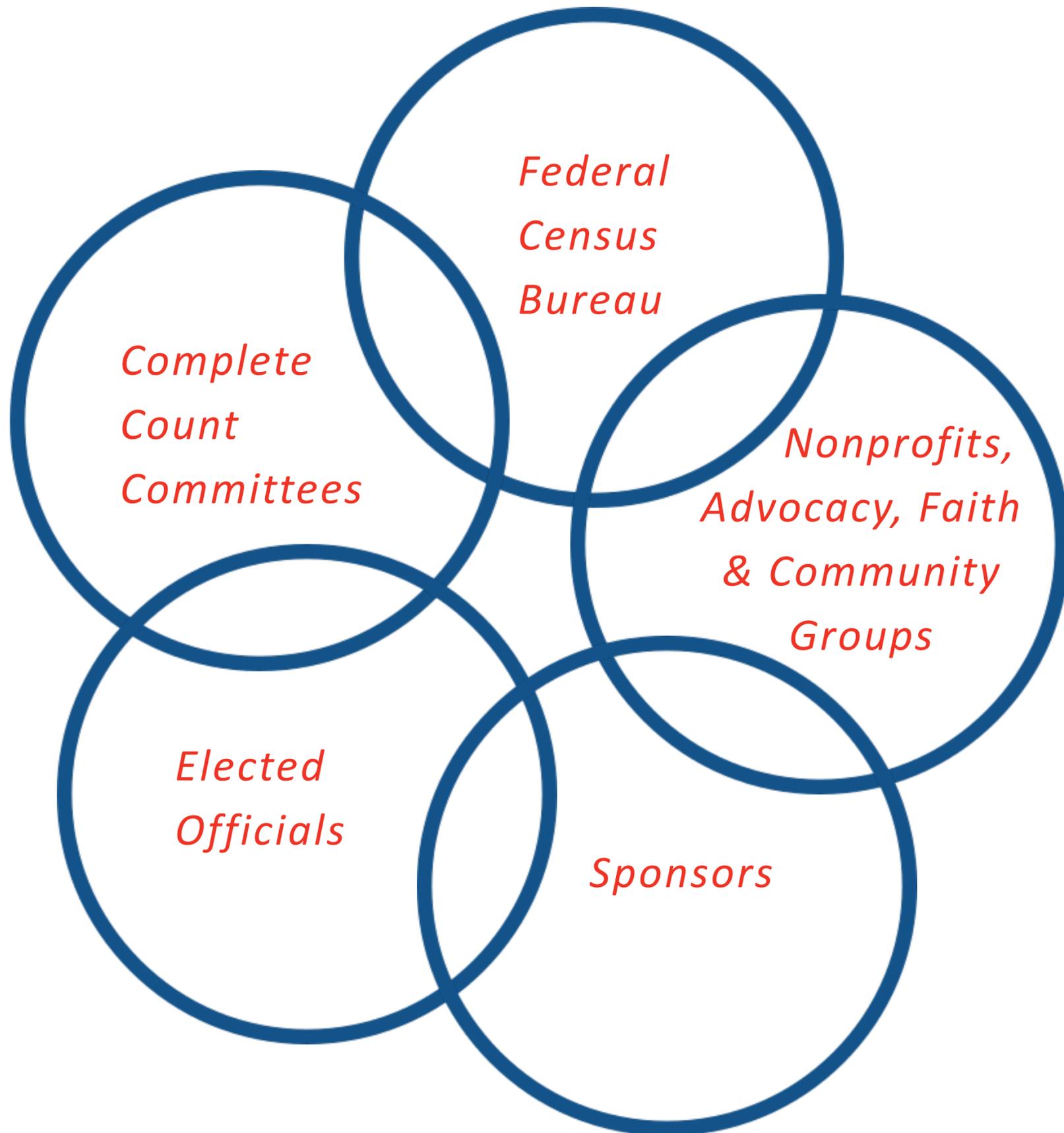
Undercounting residents will stretch thin the resources people depend on everyday

- Political Representation

Representation is determined by census numbers, at the federal, state, and local levels

- Critical programs

Census numbers determine the planning and funding of infrastructure and transportation needs for communities



Partnerships are key to getting a fair and accurate count

We must work together to engage people, important stakeholders and trusted leaders, especially in the hard to count communities.

Massachusetts Census Ecosystem

Census Operations: Key Dates 2020

- *March 12*
Census Bureau sends letters to households for self-response
Bureau conducts Update Leave
- *March 30 - April 1*
Service-Based Enumeration (Count of the Homeless)
- *April 1: Census Day!*
- *April 9-May 4*
Early Non-Response Follow-Up Begins
- *May 13*
Non-Response Follow-Up begins
- *Late August*
Non-Response Follow Up ends

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.

Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?

Mark all that apply.

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?

We will only contact you if needed for official Census Bureau business.

Telephone Number

- -

[Form number removed]

Sample of Census 2020 Questionnaire

*Available on [census.gov](https://www.census.gov)

Questions on the 2020 Census

- How many people are living in this house, apartment, or mobile home on April 1, 2020?
- Does this person usually live or stay elsewhere?
- Is this house, apartment, or mobile home -- (owned, rented, occupied without payment of rent)?
- What is your phone number?
- For each resident: What is their
 - Age
 - Sex
 - Race
 - Ethnicity

Safe and Confidential

- Title 13 of the U.S. Code

- This law protects the confidentiality of individual responses to the Census.
- Private information (ex: names, addresses, phone numbers) is not published until 72 years after collection.
- Your census responses cannot be used against you in any court of law or by law enforcement. No agency can access your individual responses.
- Census staff take a lifetime oath and if violated the penalty is up to \$250,000 and/or up to 5 years in prison.

- <https://www.census.gov/data.html>

You can visit this website to see how data is depersonalized and aggregated, protecting your data at all costs.

How to Respond?



Online



phone



by mail



Census Bureau will begin sending out field staff (called enumerators) – Mid-May

12 languages



Identifying Census Bureau Staff



- ID Badge (name, photo, Department of Commerce watermark, and expiration date)
- Carry a bag with the Census Bureau logo or a laptop
- Provide you a letter on Census Bureau letterhead
- 9AM – 9PM
- Upon request, provide their supervisor's phone number
- Check on
 - Online: "Census Bureau Staff Search"
 - Call: Census Bureau Regional Office at 1-800-991-2520

Historically Undercounted Groups (under 20% return rate) include:

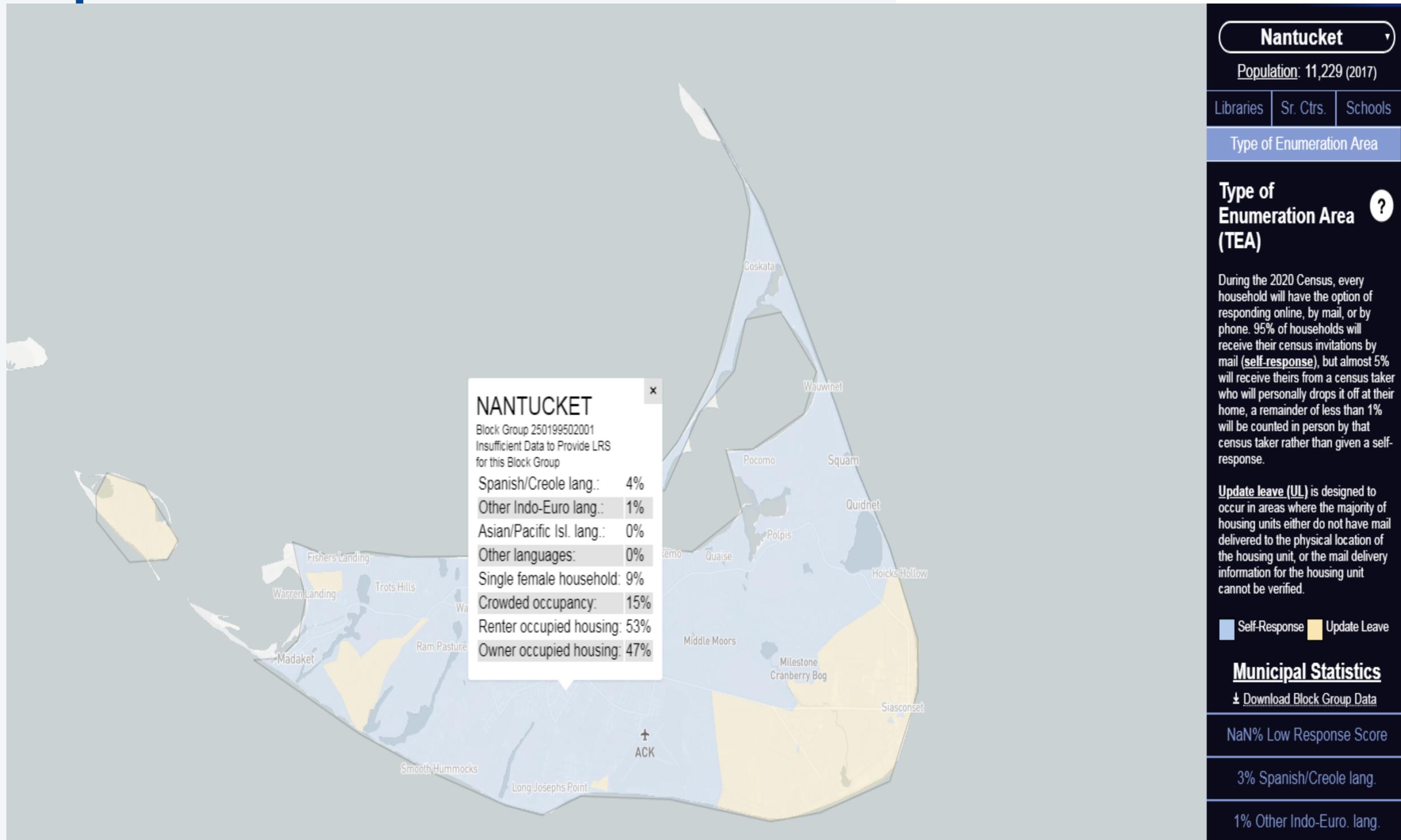
- People of color (especially men, ages 18–49)
- Low income households (renters), urban & rural
- Young children (ages 0–4), especially Black & Latinx children
- Limited English Proficiency and Foreign-Born Households
- Single, female-headed households
- Mobile Young Adults

Perennial
Challenges

Unique Challenges in 2020

- First digital census and disparities in access to broadband
- Fear among immigrant communities
- Lack of public facing Census offices
- No stationary Questionnaire Assistant Centers

Unique Challenges in Nantucket



- Low response rates
- Access to internet
- Immigrants
- Seasonal workers
- Renters
- Snowbirds

Tool Navigator

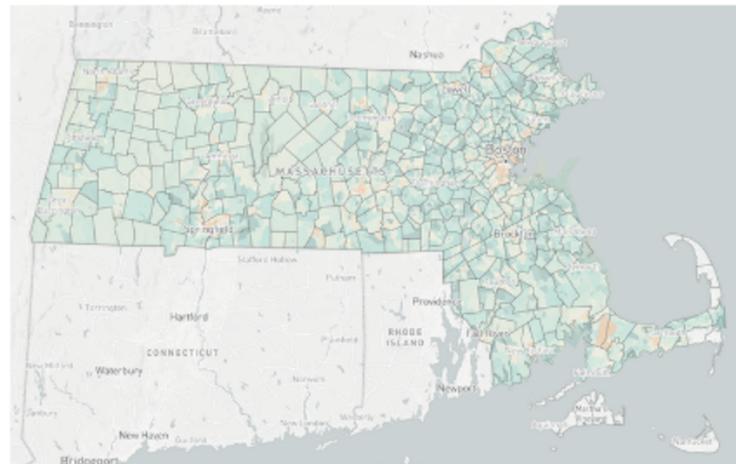
UMass Donahue Institute Population Estimates Program

The Secretary of the Commonwealth's office works closely with our partners at the UMass Donahue Institute Population Estimates Program. In addition to data analyses and producing publications for our office, the UMass Donahue Institute (UMDI) greatly assists with several other programs such as the Group Quarters Survey and the Housing Unit Review Survey.

Massachusetts Census Low-Response Score Map

With help from our partners at the Donahue Institute, we have collaborated on a new interactive map that will highlight different demographics and factors that will potentially affect how people will respond to the 2020 census. Our vision is that this map will help key stakeholders make informed decisions about planning their census outreach, in order to best suit their particular community when they help with census outreach efforts.

Find your city or town on our new interactive map



Note: the interactive map works in most browsers except Internet Explorer



Visit the UMass Donahue Institute

The UMass Donahue Institute and the Secretary of the Commonwealth's Office developed an interactive map that can show every hard-to-count geography in the state.

This information is very useful for planning census events and where to concentrate resources for census outreach.

What can we do?

Share the message

with friends, groups and communities about the importance of responding to the 2020 Census

Inform residents

on what the survey letter and online form will look like, and how to avoid scams

Coordinate with partners

Secretary of the Commonwealth; Statewide and local Complete Count Committees; and advocacy, faith, and community groups.

Develop and implement strategies

to raise awareness, engage stakeholders and trusted messengers, and encourage collaboration.

to ensure your community gets its fair share of resources and representation for the next decade

Contact



Secretary of the Commonwealth

ma2020census@sec.state.ma

1-833-MA1-2020

ma2020census.org



Statewide Complete Count

Committee Coordinator, MIRA

vsivongxay@miracoalition.org

Resources

- MassCounts
- Mass Equity Fund
- Secretary of the Commonwealth
- Complete Count Committees
- NALEO Educational Fund
- Asian American Advancing Justice

Commit to Count!
Be heard, seen and counted.