

# East Central Illinois Area Agency on Aging: Census Outreach – Learn Together!



## EVERY PERSON COUNTS

Support a full 2020 Census count




### Census Basics:

**What is the Census?** Every 10 years the U.S. Census Bureau counts everyone living in the United States. In the U.S. Constitution, the 14th amendment states that every person should be counted, regardless of citizenship status. Most importantly, the Census information helps make sure the government knows how many people live in different areas across the country. It also affects the resources our communities get.

## What does the Census look like?

Click [HERE](#) to see sample questionnaire from US Census Bureau. Households will be able to respond to the 2020 Census online, over the phone, or through a paper questionnaire. This is a sample paper questionnaire that will be used during the 2020 Census. This version excludes some features that will be made available to households starting in March 2020, such as the URL for online response and the contact information for phone response.

	<p><b>This is the official questionnaire for this address.</b> It is quick and easy to respond, and your answers are protected by law.</p>	U.S. DEPARTMENT OF COMMERCE Economics and Statistics Administration U.S. CENSUS BUREAU		
Para completar el cuestionario en español, dele la vuelta y complete el lado verde.				
		<table border="1" style="border-collapse: collapse;"> <tr> <td style="padding: 2px;">FOR OFFICIAL USE ONLY</td> <td style="width: 20px; height: 20px;"></td> </tr> </table>	FOR OFFICIAL USE ONLY	
FOR OFFICIAL USE ONLY				

**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 [X] 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

-   -

## The 2020 Census Will Ask:

- Number of people in your household
- Whether you own or rent your home
- Your phone number
  - Just in case the Census Bureau needs to contact you later.
- For each person in your household:
  - Name
  - Sex (Male or Female)
  - Age and Date of Birth
  - Hispanic, Latino, or Spanish origin
  - Race
  - Relationship to the person answering the Census



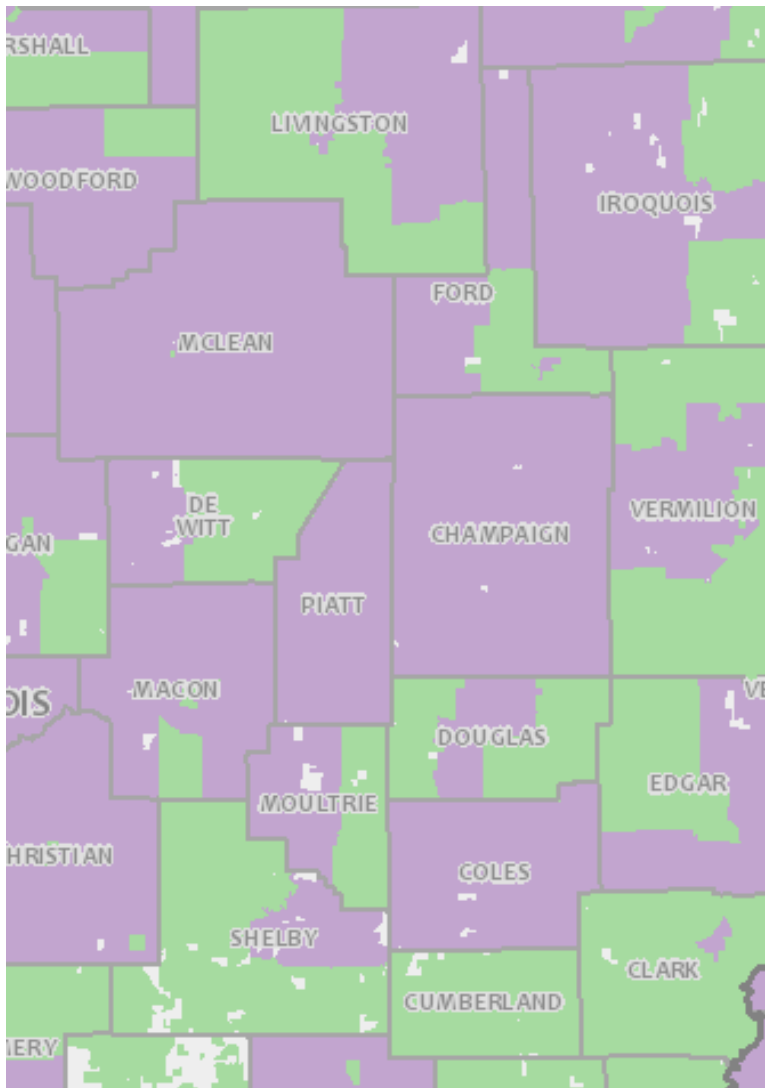
## What the 2020 Census Will NOT Ask:

- There are no questions about:
  - Citizenship Status
  - Social Security Number
  - Bank Information
  - Political party or affiliation
- If you are asked these questions by someone pretending to be from the Census, do not answer. This is not the 2020 Census.
- 2020 Census **will not** email you to complete the 2020 Census.

**Avoid the Knock on Your Door.** If you have not responded to the mailings & reminders, an Enumerator (Census Bureau employee) will come to your door to complete the Census. If you don't want someone coming to your house, complete the Census online, by phone or mail between mid-March and late-April. Filling out the form prior also helps avoid scams and save taxpayer dollars – going door to door is costly for the government.

This [2020 Census Mail Contact Strategies](#) viewer was developed so that communities can plan for the mailings that their area will receive when self-response for the 2020 Census begins. Users can see the mail contact strategy by clicking on the 2020 Census Tract map below.

In the 2020 Census, about 95 percent of housing units will receive their census invitations in the mail. The U.S. Census Bureau will send up to five mailings, to encourage you to respond online, by mail, or by phone.



- Most areas of the country are likely to respond online, so most housing units will first receive a letter asking you to go online to complete the census questionnaire (these **Internet First** areas are shown in **purple** on the map).
- Areas that are less likely to respond online will receive a paper questionnaire along with their first invitation, and this will include information about how to respond online or by phone (these **Internet Choice** areas are shown in **green**).
- Some areas will receive invitations in **bilingual** Spanish and English (darker shades), while most areas will receive invitations in **English** (lighter shades).

### **How the U.S. Census Bureau determined where bilingual mailings will be sent:**

Census tracts will receive bilingual Spanish and English mailings if 20 percent or more of the households are recognized as needing "Spanish Assistance"—defined as at least one person aged 15 or older who speaks Spanish and does not speak English "very well". This was determined using 2013–2017 American Community Survey (ACS) 5-year estimates, and is the same criteria used to send bilingual questionnaires in the 2010 Census.

### **How the U.S. Census Bureau determined where paper questionnaires in the first mailing will be sent:**

Census tracts will receive a paper questionnaire in the first mailing if the area is expected to have lower internet usage and thus would be more likely to benefit from an earlier paper questionnaire. Tracts are assigned to Internet Choice if they have lower self-response rates to the American Community Survey, and have either: low internet response, higher population of people age 65 or more, or low internet subscribership.

Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire. See [how the 2020 Census will invite everyone to respond](#) for more information.

For questions or comments, contact [geo.geography@census.gov](mailto:geo.geography@census.gov).



## What's at Stake

The Census count affects money that states get from the government. **In 2016, \$34 billion of federal money was allocated to Illinois based on 2010 Census.** For each person who goes uncounted, Illinois could lose about \$1,400 per uncounted person each year. Without a fair and accurate Census count, many programs like Medicaid and Head Start as well as important needs like roads and bridges might be affected.

### More examples include:

**Education:** Title 1 grants to local education agencies and federal free lunch programs

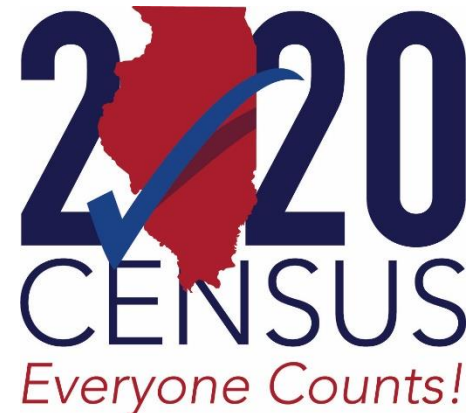
**Employment:** The Department of Labor's Work Incentive Grant Program which support labor force participation by persons with disabilities) and Opportunity Zones Program

**Health Care:** state Medicaid & Medicare funds; the Children's Health Insurance Program (CHIP), Rural Health Clinic Program, National Health Service Corps and NURSE Corps

**Housing:** Low Income Housing Tax Credit; USDA's Very Low to Moderate Income Housing Loans Program, HUD's Community Development Block Grants/Entitlement Grants Program (allocates funds to metropolitan cities and urban counties on the basis of population size, extent of poverty, extent of overcrowding, growth lag, and age of housing share), Housing Choice Voucher Program, HUBZones, Opportunity Zones Program, and various housing assistance programs

**Lower income programs:** Medicaid, SNAP & the federal free lunch program, CHIP, Community Development Block Grant Program, Low Income Home Energy Assistance Program, and most HUD and housing programs

**Business:** USDA's Business and Industry Loans Program, which assists businesses and individuals obtaining loans from other sources



**There's more...** If we don't have a full count, even more is at risk in 2020: Illinois could lose a 2<sup>nd</sup> Congressional seat.

## 2020 Census and Confidentiality

**Your Census responses are safe and secured.** By law, the Census Bureau must protect any personal information they collect and keep it strictly confidential. In fact, every Census Bureau employee takes an oath to protect your personal information for life. They can only use the information to show facts about communities.

**By law, your responses cannot be used against you.** By law, your census responses cannot be used against you by any government agency or court in any way. No other offices can access your Census information, including U.S. Immigrant and Customs Enforcement (ICE).

If you are visited by a Census Bureau employee, **they must tell you their name** so that you can call the Census Bureau to verify their identity.

### Census 2020 Timeline

January 1, 2020	}	• US Census Bureau begins Census count in Alaska & Native Communities
March - April 2020		• 2020 Census is officially available to fill out. Multiple reminders will be sent throughout.
March 17, 2020	}	• Illinois Presidential Primary Election
April 1, 2020		• Census Day 2020
May - July 2020	}	• Census Bureau to conduct non-response follow-up. Enumerators will be knocking on doors.
June - September 2020		• Post Enumeration coverage
November 3, 2020	}	• Presidential Election
December 31, 2020		• Census Bureau reports state population totals to President for apportionment

## Census Worship Weekend – March 27-29, 2020

**Census Worship Weekend** is a concentrated effort to have faith communities encourage their membership to participate in the 2020 Census. Faith leaders are asked to use all their channels of communication to deliver Census messaging.

**Faith communities** are typically highly networked and highly trusted, which means:

- They may be able to contact Hard to Count (HTC) populations including racial/ethnic/language minorities, group who may be distrustful of government efforts, and the homebound
- Many faith leaders are well known in their communities such that they are trusted even by people who do not attend their place of worship

Faith communities are always communicating... look at all these opportunities to talk about the census:

- Sermons/messages
- Spoken announcements
- Written bulletins/worship materials
- Adult educational opportunities
- Youth and children education
- Social media
- Weekly emails
- Newsletters or other paper mailings
- Phone trees
- Friendly or pastoral visitation programs
- Informal word-of-mouth networks





## Low-Income Communities

### Why are low-income communities considered Hard-To-Count (HTC?)

- Possible barriers to consider:
- Unstable housing
- Lack of internet access or residential address
- Renters in multi-unit buildings
- Low literacy levels
- Distrust of government



### Why it matters low-income communities complete the census

- When people experiencing homelessness and deep poverty are undercounted, political boundaries may not accurately represent the reality of the community.
- Undercounting results in people experiencing homelessness being denied a full voice in policy decision-making.
- Households with low incomes are more likely to include people of color, who are also historically hard-to-count.
- Renters are more likely to be missed in the census because they are more likely to be moving during the census-taking process.
- Less funding for public services and supports that benefit low-income and race and ethnic minorities communities such as:
  - Education and Special education funding
  - Access to affordable Child Care assistance supports
  - Food and Nutrition programs like WIC or SNAP
  - Health care services like Medicaid
  - Housing services like Section 8 Housing or LIHEAP energy assistance programs
  - Creation of jobs for your community



## Racial and Ethnic Communities

### Why are racial and ethnic communities considered HTC?

Possible barriers to consider:

- Distrust of government
- Not having proper citizen documentation
- Language barriers
- Not wanting to talk to a census enumerator
- Call the Regional Office for verification at 1-800-865-6384.



### Why it matters racial & ethnic communities complete the census

The 2010 Census **undercounted** the **African American population** by more than **800,000**.

- About 7% of young African American children were overlooked in 2010, roughly twice the rate for young non-Hispanic White children.
- African American men have been historically undercounted in greater numbers than men of other racial or ethnic groups.
- 1 in 3 African Americans live in hard-to-count census tracts.

**American Indians** and **Alaska Natives** have been undercounted.

- About 26% of Natives live in a hard-to-count Census Tract

In 2010, **Latinx** communities were undercounted as well:

- About 400,000 young Latinx children were undercounted
- 72% of the undercount happened in states with large Latinx populations and counts (California, Texas, Florida, Arizona, New York)

In Illinois, **Asian Americans**, **Native Hawaiians**, and **Pacific Islanders** have been historically undercounted.

- 1 in 5 Asian Americans live in a Hard to Count Census Tract
- 1 in 3 Native Hawaiian and Pacific Islanders live in a Hard to Count Census Tract

## Debunking “myths”

- Citizenship question debacle
  - Explain that the census will ***not*** ask for citizenship status
- Can the information be shared or used against me?
  - No, there are strong confidentiality laws that prohibit any other agency from using or seeing your answers
- The 2020 census should be completed online
  - The census can be completed **online, over the phone, or as a paper questionnaire** – you can decide!
  - Bilingual invitations for the census will be mailed out to communities
- Strangers (enumerators) who do not speak the language will go door-to-door knocking and demand information
  - They will ***IF*** you do ***NOT*** complete the census OR if you leave out information
  - The Census Bureau hires locally
- I only must include the information for the people I am “responsible” for the people I am “responsible” for (financially, etc.)
  - It is important to include ***ALL*** the people living in the household

**MYTHS**  
**BUSTED**

## You are invited to participate in the following webinars with ECIAAA:

### Illinois Aging Network 2020 Census Webinar Series

*Last Updated 2/13/2020*

This webinar series is meant for professionals in the Illinois Aging Network who are doing 2020 Census outreach to older adults. Each webinar will be recorded and shared. After the webinar date, the registration link will become a link to the recording of that webinar. Please register for each webinar you want to join. On the day of the webinar, we recommend you login 5 minutes early. All participants will be muted.

Date	Topic	Guest Presenters	Recording	Register
			Slides (PDF)	
Tues, Jan 08 1-2 pm CT	2020 Census Overview and Census Solutions Workshop	Dionne Roberts Emegha, Census Bureau	<a href="#">1/8 Recording</a>	
			<a href="#">1/8 Slides</a>	
Tues, Jan 14 1-2 pm CT	Census Outreach to Faith Communities & Social Media Preview	Chelsea Hawkins & Kate Spelman, AgeOptions	Not Recorded	
			<a href="#">1/14 Slides</a>	
Tues, Jan 21 1-2 pm CT	Reaching Low Income, Racial & Ethnic Minority, and Spanish Speaking Communities	Liz Wilson, Illinois Action for Children & Cristina Diaz, AgeOptions	<a href="#">1/21 Recording</a>	
			<a href="#">1/21 Slides</a>	
Tues, Jan 28 1-2 pm CT	Reaching Non-English/Non-Spanish Speaking Communities; Outreach Strategies; Census Ambassadors at Congregate Meal Sites - Part 1	Nareman Taha, Arab American Family Services & Amanda Wojan, AgeOptions	<a href="#">1/28 Recording</a>	
			<a href="#">1/28 Slides</a>	
Tues, Feb 04 1-2 pm CT	Working with Libraries and Census Scams	Amy de la Fuente, Reaching Across Illinois Library System	<a href="#">2/4 Recording</a>	
			<a href="#">2/4 Slides</a>	
Tues, Feb 11 1-2 pm CT	How Aging Service Agencies Can Embed the Census in Their Everyday Work	Shamiram William Youkhanna & Inchul Choi, Census Bureau	<a href="#">2/11 Recording</a>	
			<a href="#">2/11 Slides</a>	
Tues, Feb 18 1-2 pm CT	Census Ambassadors Part 2; Home Delivered Meals Outreach; How Organizations Can Help People Complete the Census; Open Q&A	Caroll Bunton & Amanda Wojan, AgeOptions		<a href="#">Register for 2/18</a>
Tues, Feb 25 1-2 pm CT	Using Online Maps in Census Outreach; Reaching Older Adults	TBA (Maps); Terri Worman, AARP		<a href="#">Register for 2/25</a>
Tues, March 03 1-2 pm CT	What We Learned from Our Census Solutions Workshops	TBA		<a href="#">Register for 3/3</a>

## Census 2020 Brochures and Flyers:

[Rural Half Page Flyer: Roads and Infrastructure](#)

[Rural Half Page Flyer: Healthcare and Clinics](#)

[Aging Network Census Q&A](#)

[Why Your Faith Community Should Become a 2020 Census Official Partner](#)

[Fact Sheet for Older Audiences](#)