Census Outreach to Communities of Color

ALA
Office of Diversity, Literacy and Outreach Services
Speakers

- **Gavin Baker** – Deputy Director, ALA Public Policy & Advocacy Office
- **Kelvin Watson** – Director of Libraries, Broward County (FL) Libraries Division
- **Ana Ndumu** – Assistant Professor, University of Maryland College Park iSchool
- **Cecilia Tovar** – Principal Librarian of Public & Branch Services, Santa Monica (CA) Public Library
Everyone should respond to the census.
WHAT EVERYONE SHOULD KNOW ABOUT 2020

Once a decade, America comes together to participate in the decennial census, creating national awareness of the census and statistics. This census provides the basis for reapportioning Congressional seats, redistricting, and distributing billions of dollars in federal funding to support your state, county, and community’s vital programs.

We included a printable version of “Census 101” fast facts to share with your community on pages 18-19.

Everyone counts.
The census counts every person living in the U.S. once, only once, and in the right place.

It’s about fair representation.
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It’s in the Constitution.
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It’s about redistricting.
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Your data are confidential.
Federal law protects your census responses. Your answers can only be used to produce statistics.

By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine your eligibility for government benefits.

It means $675 billion.
Census data determine how more than $675 billion are spent, supporting your state, county and community’s vital programs.
### What Makes Populations HTC?

Populations can be Hard-to-:
- Locate (L)
- Persuade (P)
- Contact (C)
- Interview (I)

### Frequently HTC Populations

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### Which Strategies Can be Effective?

- Staff Training (ST)
- Design and Accommodation (DA)
- Special Programs (SP)
- Outreach and Partnerships (OP)

Source: U.S. Census Bureau
Hard to Count Map
https://www.censusardtocountmaps2020.us/

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

Learn how the Census Bureau will be contacting households in your community to invite them to participate in the 2020 Census.

In 2020 the Census Bureau will be sending mailings and hand-delivering census packets across the country with information for householders to fill out the 2020 census form. Some households in rural areas will be counted directly in-person.

The HTC 2020 map combines data from multiple Census Bureau sources to show all these contact strategies on the map, so census stakeholders can inform local residents what to expect in 2020.

Click on the map for statistics by tract, county, or state on the share of households receiving each type of mailing.

When the toggle below is Off, the map shows how each community will be contacted by the Census Bureau in 2020. When it’s On, the map shows HTC tracts across the country.

2020 Census Initial Contact
Gavin Baker

#COUNTONLIBRARIES

2020 Census Key Facts for Libraries

What is the Census? Why is it important?

The U.S. Census Bureau is a count every 10 years of every person living in the United States. Census results are used to determine how the federal government allocates money for programs like Medicaid and Food Stamps. They also inform the allocation of federal funds for education, health care, and other services. Census data can also be used to allocate seats in Congress and state legislatures.

How will the 2020 Census work?

Beginning on March 12, 2020, the Census Bureau will start visiting certain households that did not respond to the Census. Census takers will visit these households to verify the data collected so far.

Because librarians believe that everyone counts.

ALA American Library Association
ALA.org/census
Key Dates *varies in some areas

- **March 12-20**: First 2020 Census mailings; reminders follow
- **March 12**: Online & phone response options open
- **April 8-16**: Paper questionnaires mailed to non-respondents
- **April 20-27**: Last reminder mailing
- **May 13**: Household visits begin
- **July 31**: Online & phone response options close
ALA Resources

Responding to the 2020 Census: bit.ly/LibRespondCensus
Programming, Outreach, & Partnerships: bit.ly/LibCensusOutreach


PLA Conference: Feb. 28, 3:30 pm

additional resources at ala.org/census
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**I count, you count, we all count in the 2020 Census.**

Every 10 years, the census counts every person living in the United States. Our responses to the census shape how more than $675 billion in federal funds is distributed to our communities for healthcare, education, and more. Complete the 2020 Census online, by phone, or by mail. All personal information is kept confidential by law.

For more information, visit:
2020CENSUS.GOV

Shape the future for our families and communities.

Census data offers insights into important issues like education, health care, and transportation, which shape our future. Census data is protected by law and is used only to help us shape a better future for you and me.

For more information, visit:
2020CENSUS.GOV

Count everyone in your home to shape the future.

Your response in the 2020 Census will help inform the next 10 years. Help ensure your family is counted and have your say in shaping the future of you and your community. For more information, visit:
2020CENSUS.GOV

They count on you to help shape their future.

The more complete the census is, the better future for all our children. For more information, visit:
2020CENSUS.GOV

Check out a book. Then respond to the 2020 Census.

For the first time, you will be invited to respond to the census online. Libraries offer public computers and free internet access to help make it easy for all to participate. Census data helps ensure the distribution of more than $675 billion in federal funding each year. Your participation is critical to Congress, community initiatives, and more. Make sure you count everyone living in your household, even a child under 1 in the 2020 Census. Your responses are confidential and important.

Tu trabajo cuenta mucho y tú también.

No importa el cómo vives o las Estrellas que visitas a trabajar. Tu trabajo también cuenta en el Censo del 2020. Deberías participar de manera activa para que todos los estadounidenses, incluyendo el país en su conjunto, sean contados en el Censo. Tus respuestas son confidenciales e importantes.

For more information, visit:
2020CENSUS.GOV

Dial in to the future.}(2020CENSUS.GOV)
Question & Answer Time