Update on the Census During COVID-19

July 17, 2020





The Center for Community Solutions

We are a non-partisan, nonprofit that aims to improve health, social and economic conditions through nonpartisan research, policy analysis, communications and advocacy.

www.communitysolutions.com

Twitter: @CommunitySols

Our Priorities



Advancing Wellbeing of Older Adults



Enhancing Behavioral Health Access



Improving Maternal and Infant Health



Promoting Comprehensive Reproductive Health Education



Strengthening Health and Human Services Safety Net



Supporting Sound Medicaid Policy





Advocates for Ohio's Future

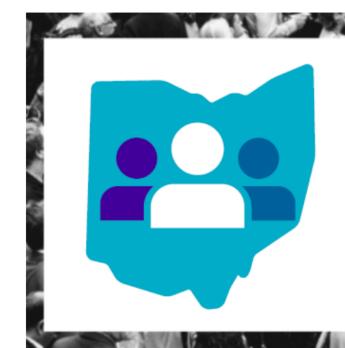
Advocates for Ohio's Future (AOF) is a nonpartisan coalition of over 500 Ohio organizations that promotes health and human service budget and policy solutions so that all Ohioans live better lives.

Our coalition believes in investing in our state's most valuable resource—our people—to ensure that they are safe, healthy, and can access pathways to prosperity for themselves and their families.

Kelsey Bergfeld, Coalition Manager

<u>kbergfeld@communitysolutions.com</u> | www.advocatesforohio.org 175 S. Third Street, Suite 350 | Columbus, OH 43215 614-745-0740 ext. 305





THE OHIO CENSUS ADVOCACY COALITION

MAKING SURE ALL OHIOANS COUNT



Tracy Nájera, Executive Director Children's Defense Fund-Ohio



Ohio Census Advocacy Coalition

Census 101

What is the Census?

- Nationwide Head Count.
- The Constitutionally Required Every 10 Years.

When is the Census?

March – July/August 2020.

How Will it Be Conducted?

- U.S. Census Bureau Largest Peacetime Government Operation.
- More than 500,000 temporary and part-time jobs.
- Partnerships with thousands of organizations and communities



2020 Census Timeline

APRIL

Ohio Complete Count Commission Established by Executive Order: Community-based organizations; faith-based groups; education partners; local government; media; and community leaders will play a critical role in educating and motivating Ohio households to participate in the 2020 Census

APRIL 1

Census Day

APRIL 20 - 27

A final reminder postcard will be sent before a follow-up will occur in person.

DECEMBER

Apportionment counts delivered to the President

2019

2020

MARCH 12-20

An invitation to respond online to the 2020 Census will be sent (some households will also receive paper questionnaires)

MARCH 26 - APRIL 3

If you haven't responded yet, a reminder postcard will be sent

MAY

U.S. Census field staff (called enumerators) will visit households who have not yet completed the census.

MARCH 31

2021

Redistricting Counts delivered to the States

MARCH 16 - 24

A reminder letter will be sent from the U.S. Census Bureau



Why Care About the Census?

Funding

\$33.5 Billion in Federal Funding Flows to Ohio based on Census data

Representation

Ohio's local, state, and federal boundaries for representation are drawn using Census data. Congressional representation is apportioned directly using Census data.

Decision making

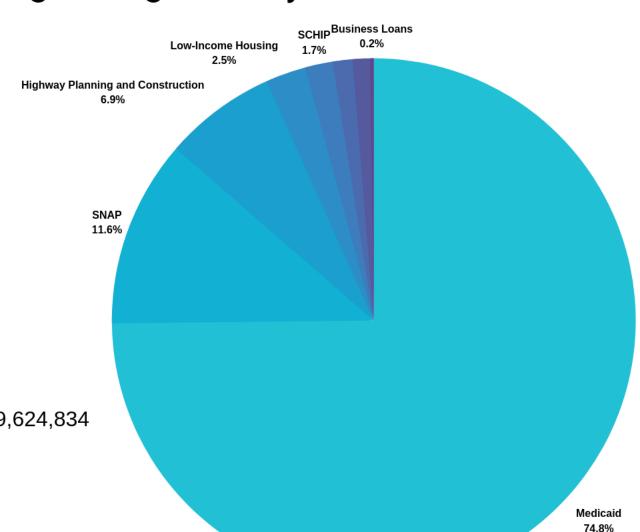
Schools, businesses, state and local governments, faith organizations, etc. all use Census data to determine how to use and allocate resources. From classroom sizes to grocery store placement, to the location of bus stops, Census data is critical.

Being Seen

Individuals and communities that are not counted or are undercount, for many intents and purposes, do not exist. Being counted is key to ensuring all communities are seen.



In FY 2016, Ohio received \$33,529,663,507 through 55 federal programs guided by 2010 Census data.



Medicaid: \$15,506,012,000

SNAP: \$2,396,032,919

Highway Planning and Construction: \$1,429,624,834

Low-Income Housing: \$516,562,039

SCHIP: \$352,648,000

Foster Care: \$253,550,127

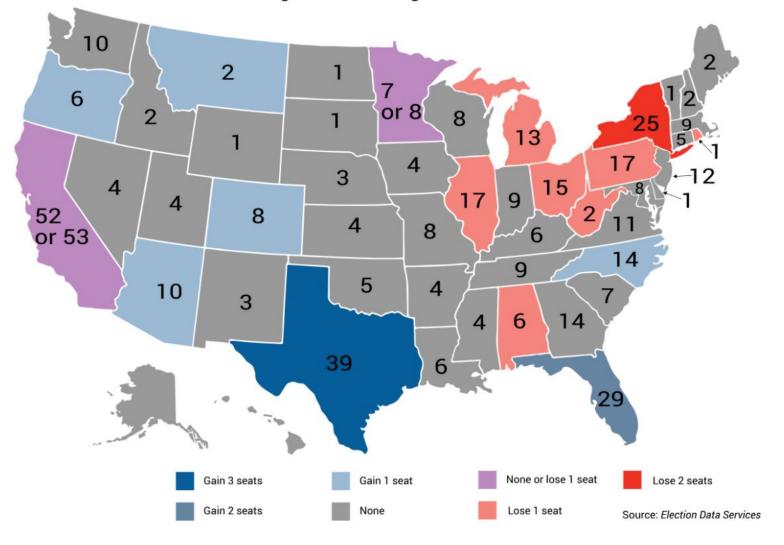
Transit Grants: \$222,568,000

Business Loans: \$44,707,000



Census Projections for 2020 Congressional Reapportionment

Net Change in Total Congressional Seats



We must ensure that our democracy is responsive and that our congressional representatives understand the challenges and opportunities in Ohio

Any undercount in our state jeopardizes the lose of one or two of our Congressional seats and Ohio's influence in Washington



2020 Census Myth busters

Common 2020 Census Myths:

- It's not a big deal if I'm not counted in the 2020 Census.
- The Constitution says to only count citizens.
- There is a citizenship question on the 2020 Census.
- My information can be taken by the government and used against me.
- I have to answer every question on the Census as required by law.
- It's not our role to help people with the Census, and in fact it's kind of icky!



Ohio's Hard-to-Count Populations

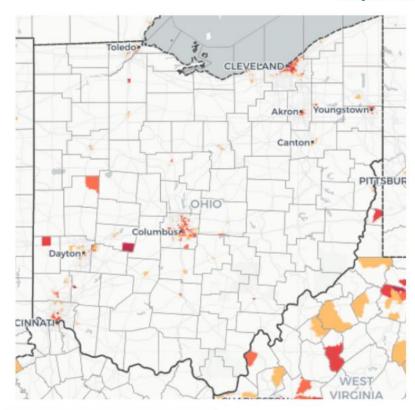




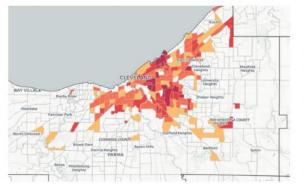


Ohio's Hard-to-Count Populations

For your district, visit https://www.censushardtocountmaps2020.us/



	Ohio's HTC Communities
Live in HTC neighborhoods	1,439,142
Households with no internet access or dial up-only	19.3%
Population reported their races as Black	14%
Population is Hispanic	4%
Children under 5	6%
Population born outside the U.S.	4%
Population in poverty	15%
Population near poverty	18%













The Census Bureau has been undercounting young children (under 5 years old) for decades

The 2010 Census missed over 2.2 million young children (4.6% of all young children in the nation)

Young Black and Hispanic children were missed twice as often in the 2010 Census as White children

Children's Defense Fund-Ohio





OVER 100,000 OF OHIO'S YOUNG CHILDREN COULD GO UNCOUNTED!



Ohio has the 10th highest number of young children living in hard-to-count census tracts



106, 217 (15%) of Ohio's young children live in hard-to-count census tracts:

73% of Cleveland's young children are at risk

52% of Columbus's young children are at risk

46% of Cincinnati's young children are at risk

38% of Toledo's young children are at risk

Children's Defense Fund-Ohio





The child splits time between two homes.

The child lives or stays with another family or with another relative such as a grandparent.



The child lives in a **lower income** household.

- Emphasize that the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
- If the child truly spends equal amounts of time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.
- If it's not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.
- Explain to service providers and families that responding to the census helps determine \$675 billion in local funding for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.





The child lives in a household with young parents or a young, single mom.

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should only take about 10 minutes to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.



The child is a newborn.

- Emphasize that parents should include babies on census forms, even if they
 are still in the hospital on April 1.
- Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can fill it out online or over the phone in addition to paper at a time that works best for them.



Many children at risk of not being counted



Reaching Parents of Young Children





WHAT IS THE CENSUS?

Every 10 years, the census aims to get a national headcount of every person living in the United States - including newborn babies and young children regardless of citizenship. This simple. questionnaire asks a few basic questions - like the age, sex, and number of people who live or stay in your home - and it only takes 10 minutes. to fill out online, over the phone, or in paper Asimi. Respicationing to the consus is salts. confidential, and incredibly important : especially for our young children

WHY IS COUNTING YOUNG CHILDREN IMPORTANT?

In 2010, young children ages 0.4 were more likely to be missed in the census than any other age group. The 2020 Census will help determine the amount of federal funding given to communities for essential services. The public echools, food assistance, Heart Start, and more It also helps determine where that more than \$500 billion goes. Knowing how many children there are and where they live is essential togetting these services to them and their families for the next 10 years of their lives.

CHILDREN AGES 0-5

The number of young children who were uncounted in Ohio in 2010. This represents a loss of \$26.007.004 every year in funding from just 3: of the factoral programs children & families need in order to thrive.

HOUSEHOLDS WITH YOUNG CHILDREN SHOULD FILL OUT THE CENSUS FORM BECAUSE



Counting your conlideen in the Census meens your local schools will get: more funding for your child's education over the nest 10 years.

COUNT ALL INFANTS.

MOST OF THE TIME.

NEWBORNS, AND YOUNG

CHILDREN WHERE THEY SLEEP



The Census determines. funding received from the federal government, including our achoois, child care, housing, public transportation, and medical care:



The Census happens once every 10 years, so if you don't count a balo-year-old, your community will have less funding. For impost of their childhood



Completing the 2020

Census form plays a

key role in enouring

accurate.

representation in our

local, statewide, and metional elections

COUNT EVERYONE. INCLUDING YOUNG CHILDREN. REGARDLESS OF CITIZENSHIP STATUS

The service counts all children born All people count, and the census is a count on or before April 1, 2020 at the place where of all people living in our communities. The Certain Bureau is required by law to keep they live or stay most of the time. This includes balvies will in the hospital. Court consult responses confidential, and them where they will be iking. information will never be shared with immigration or law enforcement.

> COUNT YOUNG CHILDREN WHERE THEY USUALLY SLEEP EVEN IF THEY ARE NOT RELATED TO THE PERSON COMPLETING THE CENSUS

This includes children and families experiencing humeleseness and arryone whose living arrangement may lie at multiple places for short persons of time or even temporary, such as foster children. Count young children where they will be staying on April 1, 2030.

IF A YOUNG CHILD DOESN'T

COUNT THEM WHERE THEY

ARE STAVING ON APRIL 1.

USUALLY LIVE OR SLEEP.

HAVE A PLACE WHERE THEY

Some responsients are uncomfortable providing information for includinals who are not part of their immediate family, but. all people residing at an address must be counted, which includes housemates or risommeter and their chibiten.

TWEET YOUR COMMITMENT TO MAKING SURE YOUR BABY IS COUNTED!

2020.

This work is supported by the Annie E. Casey Foundation and in partnership with NIDE COUNT.

Other Hard-to-Count Populations



Everyone off campus should get in on the census.

If you live off campus, responding to the 2020 Census is an important and easy way to shape your future. The census impacts federal funding that goes toward critical programs like Pell Grants and health care services.

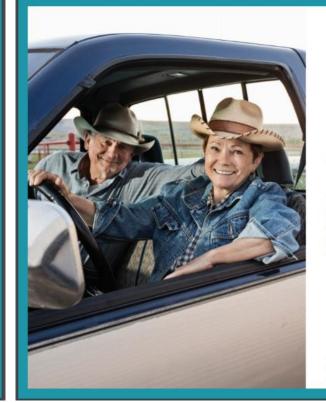
Students who live on campus count too, with the help of campus housing officials.

2020CENSUS.GOV

D-HP-HE-EN-026

Shape your future START HERE >





Country roads don't build themselves

Lay the groundwork for better roads in your community by taking the census. Your response can impact funding for things like maintaining local roads, bridges, public transportation, and more each year.

2020CENSUS.GOV

-HP-RU-EN-025

Shape your future START HERE > Census 2020



Other Hard-to-Count Populations



Do Foster Children Count in the 2020 Census? The answer is YES!

Understanding how to report foster children in the census can be confusing for foster parents and kinship care providers. Many complex households face the same dilemma of not knowing who to count in their household which has led to the undercount of young children nationwide.

27,000

Ohio children were in foster care at some point in 2018

150,000

Ohio children live with someone other than their parents



or 108,00 children

35,000

Ohio children under the age of 5 were not counted in the 2010 census





Percentage of Ohio children living in complex households

FAQs:

Who should fill out the census?

One person should fill out the census for every home that has it own physical address.

Who should be counted?

Babies and children of all ages should be counted in the home where they live and sleep most of the time, even if their parents do not live there.

What if time spent at two homes is evenly divided?

Count where the child will be staying on April 1, 2020.

What if the child does not have a permanent residence?

Count where the child will be staying on April 1, 2020- even if it's only temporary

When in doubt, go ahead and answer the Census questions for everyone who lives and sleeps most of the time at your address!

For more information, visit www.ohiocensus.org

Babies are definitely the most missed population, but there are also other child populations in Ohio who are at-risk of not being counted such as:

- Children living in kinship care arrangements
- Children living in foster care
- Children who are living in a joint-custody arrangement with their parents



What can you do to ensure a complete and accurate 2020 census?

Questions?

RESOURCES:

www.ohiocensus.org

National Conference of State Legislators: 2020 Census Resources and Legislation https://bit.ly/2FpBQfs

www.censuscounts.org

U.S. Census Bureau: Hard-to-Count Maps https://www.censushardtocountmaps2020.us/

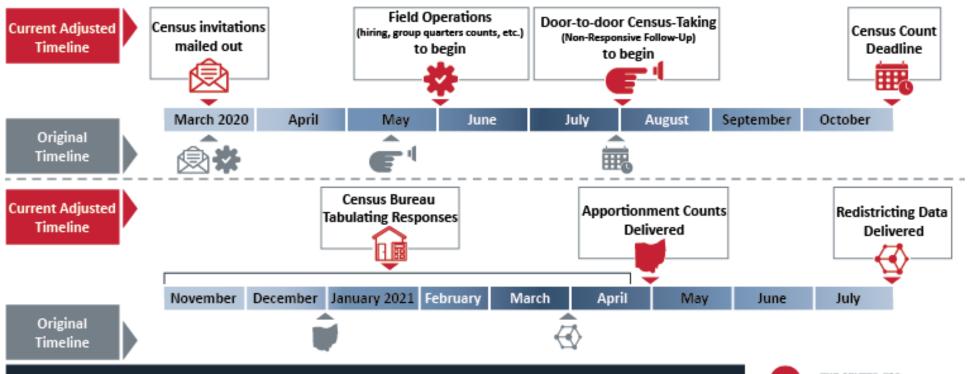


CommSols.com/Census2020





How has the COVID-19 Pandemic Changed the 2020 Census Timeline?

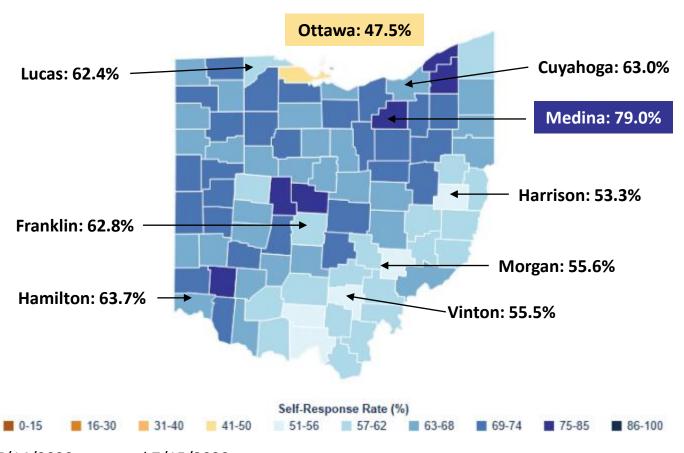


Visit commsols.com/Census2020 for more census information.



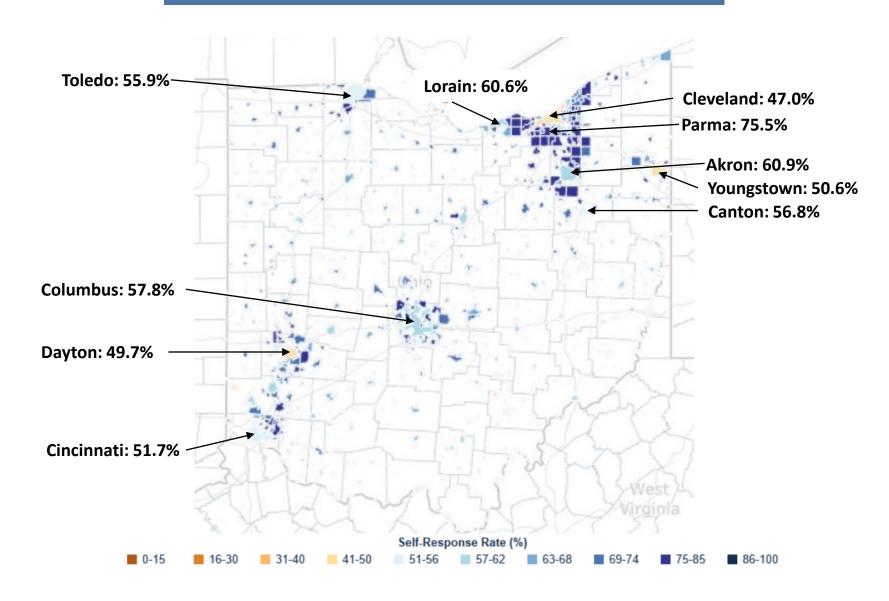
Census Response Rates So Far*

National: 62.1% Ohio: 66.6%

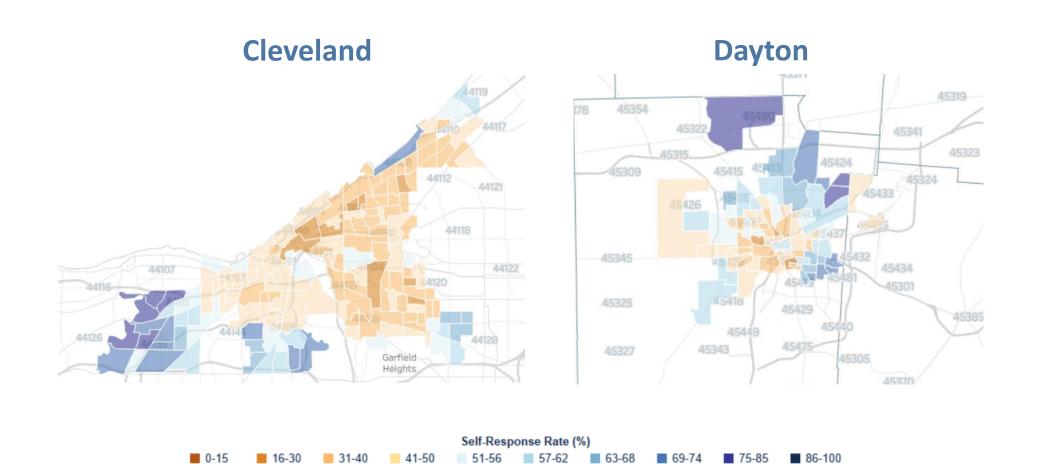




Census Response Rates in the 10 Largest Cities in Ohio



In many census tracts, response rates are still under 30%





Ohio Census Advocacy Coalition

Who: Nonpartisan network of statewide nonprofit organizations, advocacy organizations, and trusted faith, business, education, and community leaders.

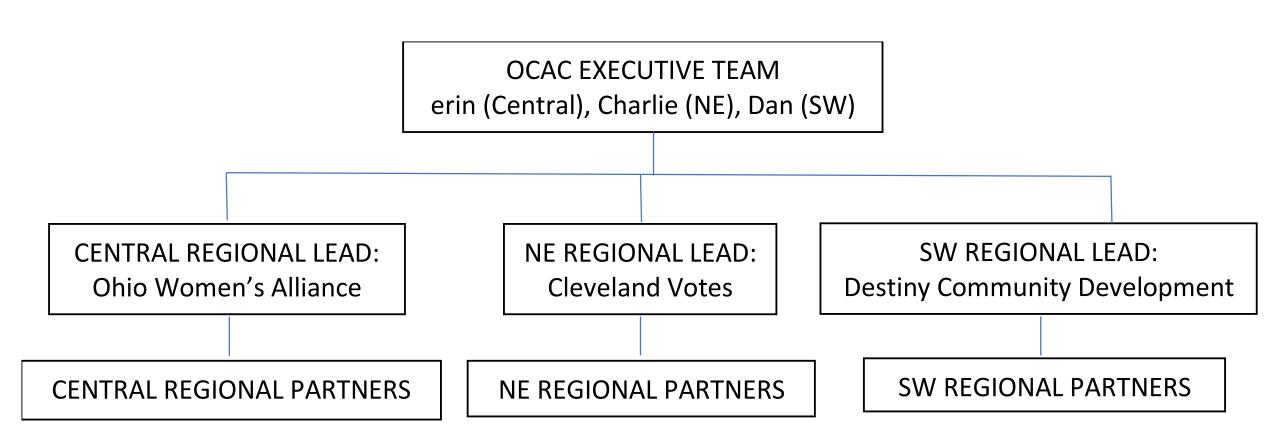
What: Working to encourage full participation in the 2020 Census, with a focus on historically undercounted or 'hard-to-count' (HTC) populations.

OCAC Outreach Budget

The OCAC has received funding for GOTC efforts:

- Ideally outreach would be several million dollars, as evidenced by other states.
- State budget had \$0 line item for Census 2020.
- Projected \$1.7 million in needs to do a bare minimum of outreach.
- Ohio's philanthropic community has stepped up to provide targeted investments to reach areas of highest need in the state for field and digital work for:
 - Field (canvassing, in-person contacts, events) Cuyahoga, Franklin, and Hamilton
 - Digital (social and digital media) Athens, Lucas, Summit, and Montgomery

Local Outreach Structure



OCAC Outreach Plan & Structure

- The OCAC Local Outreach Working Group and its Co-Chairs are leading outreach efforts in three regions across the state: NE, SW, and Central.
- Each of these three regions have:
 - A regional co-lead, who coordinates Census efforts in the region and work with OCAC to develop an outreach/field plan for their region.
 - A coalition of partner organizations connected to local hard-to-count communities within the region.

Targeted HTC Communities - Field:

Field:

- **Cuyahoga:** AAPI communities, kids under 5, Latinx/Hispanic communities, low-income African American families, New Americans/immigrant communities
- Franklin: Kids under 5, low-income African American families, New Americans/immigrant communities, young adults aged 18-24
- Hamilton: Low-income African American families, New Americans/immigrant communities, young adults aged 18-24

OCAC Outreach (GOTC) (What Was Supposed to Happen)

Three major strategies:

- Public education events.
- Canvassing.
- Get Out the Count events.

OCAC Outreach (GOTC) (What Actually Happened)

Shifting to digital:

- Printed materials
- Social media ads
- PPE
- Pledge-to-text + Census Ambassador Campaigns
- Digital trainings for grantees
- P2P Texting/Phonebanking
- Creative solutions (visual storytelling,

CLEVELAND VOTES EDUCATE CONNECT EMPOWER

Update on the 2020 Census

Devonta Dickey
Advocacy and Engagement
Coordinator
Cleveland VOTES

July 17, 2020





Erika Anthony **Co-Founder**



Crystal Bryant **Co-Founder**



Jennifer Lumpkin **Civic Strategy Engagement Manager**



Devontá Dickey **Advocacy & Engagement** Coordinator



"Cleveland VOTES is a nonpartisan democracy building and mobilization entity that aims to strengthen civic muscle and power to ensure we have a more informed, participatory, and cohesive community."





"Fundamentally, equitable civic engagement is about leveraging the power dynamics of a place, giving voice to those previously alienated and excluded from the civic process"

-OSU, Kirwan Institute



Areas of Concentration

What do we do?





Activating Communities to Complete the 2020 Census



Using the Data

Using Data to Make the Census Come Alive

It is important to understand where to get the appropriate data that best represents the individuals you want to support and activate. The ultimate purpose is to align the data with the appropriate call to action and most palpable issues.

Issues → Education Equity, Affordable Healthcare, Food Accessibility Streets/Roads, Public Safety, Greenspaces

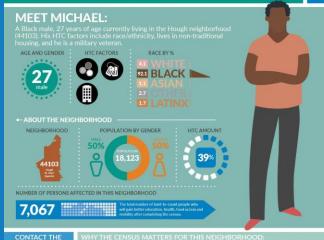
Call to Action → Complete the Census

Example → 2020 Census Infographics/Personas

INFOCRAPHIC PERSONA #

WHY THE CENSUS MATTERS FOR YOUR NEIGHBORHOOD.

Our vision is that all Clevelanders are counted and will receive the necessary resources for the next 10 years. Who stands the risk of not being counted? Our hard to count (HTC) communities. See below and learn more, so we can ensure a complete count.









organization that aims to strengthen civic muscle and power to ensure we have a more informed, participatory and cohesive democracy. Log onto devotes.com or find us online at. € ■ to learn more.

This artwork is reyally-free and may be utilized with acknowledgment and credit to the source. Cheeding 400158 (1984/818/1).





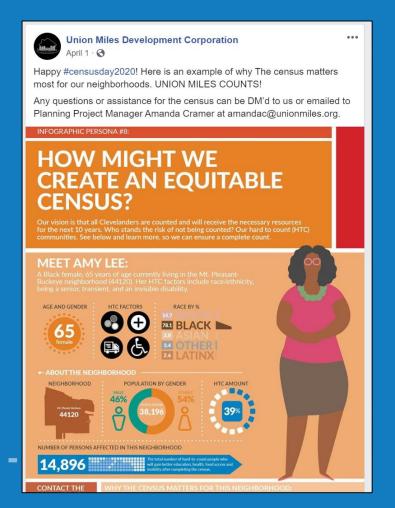


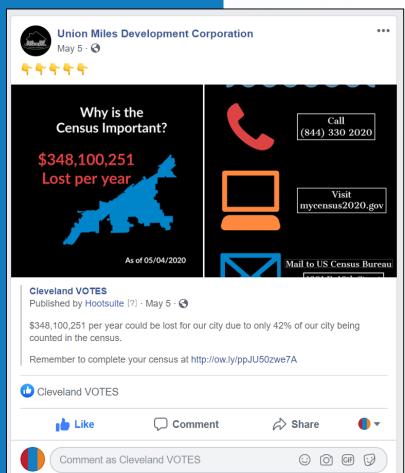
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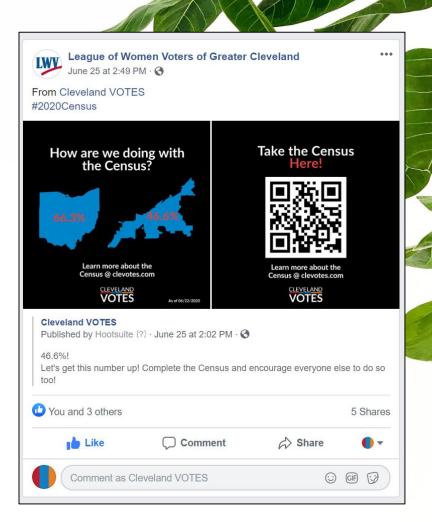




Using the Data: Case Studies









Using the Data: Case Studie s (1/2)











detroitshoreway This community turns a small idea into a big impact. We're in week 5 of our 8 weeks of free meals from local businesses, but it's not just about meals anymore!

We secured a Rapid Response grant with @cudell_inc from the @clevefoundation to provide six businesses some steady income to distribute 7,000+ delicious meals for Detroit Shoreway, Cudell and Edgewater. We hustled to get the word out. From there, volunteers have contributed:

☐free books from @kidsbookbank ☐free masks from @esperanzathreads and #Masks4Community









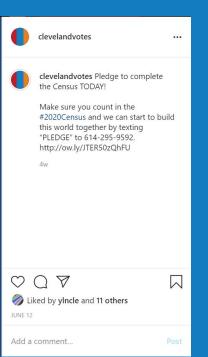


PROMESA DE COMPLETAR EL CENSO DE 2020

Texto **CENSO** a 614-295-9592

VOTES

EDUCATE CONNECT EMPOWER



Using the Data: Case Studies (2/2)



Take the Census Here!



Learn more about the Census @ clevotes.com

VOTES





Calls to Action - Ways to Plug In



- 1) Sign up for our newsletter at Media@Clevotes.com
- 2) Complete the Census 2020Census.gov
- 3) Volunteer with Cleveland VOTES at www.clevotes.com



4) Volunteer with #Masks4Community at https://www.masks4community.com/volunteer



Contact us!





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Questions?

A recording of today's webinar and the slides will be available at CommSols.com/JulyWebinarUpdateCensus

