THE 2020 CENSUS AND ADULT EDUCATION IN FLORIDA

Deborah Kennedy
National Coalition for Literacy

ACE of Florida Summer Symposium
June 10, 2019
AGENDA

- Why care about the Census?
- What are the risks?
- What solutions are communities creating?
- What can/should adult educators do?
WHY CARE ABOUT THE CENSUS?

The Census is CRITICAL!

Let’s look at why

Judy Mortrude
Senior Policy Analyst, CLASP
CONSTITUTIONAL REQUIREMENT

RESOURCES

REPRESENTATION
$800,000,000,000

For education, housing, health services, infrastructure, and much much more -- every year!!
REPRESENTATION
HOUSE OF REPRESENTATIVES - 116TH CONGRESS
THE CENSUS IN FLORIDA

FYI: 20 percent (one in five!) Florida residents is foreign born. One in eight Florida residents is a U.S. citizen with foreign born parents, meaning that there are a lot of children in mixed status households who could be left out of the 2020 Census completely if a citizenship question scares their parents into avoiding the census. Florida could be facing a massive undercount and will have to live with the results for the next ten years, depriving the state of its fair share of resources. When ANY person is not counted in the census, the entire community and state suffer the consequences.

- Terri Ann Lowenthal, email communication, May 22, 2019
Census 2020 Timeline

RESEARCH AND TESTING PHASE

- 2016: 2017

Key census activities start in 2015 and continue through 2021

- Estimate on-the-ground workloads and define operations and systems needed for the census
- Develop and award major contracts for the systems that will support the census
- Put field infrastructure and offices in place throughout the country
- 2018: Address Canvassing Operation
- 2019: Peak Operations
- 2020: 2021

OPERATION AND IMPLEMENTATION PHASE

- April 1: Census Day for the test
- April 1: On-the-ground address canvassing where necessary
- April 1: Census Day
- December 31: Deliver apportionment counts
- March 31: Complete delivering Redistricting Summary File to all states (P.L. 94-171)
CENSUS 2020 PROCESS

POSTCARD – url & phone number

PAPER: English or Spanish

IN PERSON
What Questions are Asked?

- Age
- Citizenship*
- Hispanic Origin
- Race
  - White & Black origin
- Sex
- Relationship (including same/opposite sex)
- How many people in the household?
- Tenure (owner/renter)

Phone number: for census business only

*pending US Supreme Court decision
THINK ABOUT YOUR SITUATION

- Ways that Census data determines policy, funding, and representation for your community, program, staff, participants
- Ways that an undercount could affect policy, funding, and representation for your community, program, staff, participants
WHAT ARE THE RISKS?
Census-related Risks

- Undercount
  - young children
  - people of color
  - low-income households
  - foreign-born residents
  - rural residents

- Incomplete/incorrect information

- Scams and fraud
REASONS FOR UNDERCOUNT

- Home address not included in Census roster
- Complex household relationships
- Mistrust of government / privacy fears
- Language issues

SOURCES OF SUSPICION AND FEAR

.lbl The process:
• Who is sending this letter/postcard to me?
• Who is calling me?
• Who is coming to my home?

.lbl The outcomes:
• What will happen to my information?
• What will happen to me?
• What will happen to my family?
Census Bureau researchers have identified five reasons that people conceal additional people who are living in the household (and thus undercount a house):

- Fear of losing government assistance
- Housing issues
- Don't want to expose poverty
- Anxiety about law enforcement or criminal justice system
- Immigration status

Source: Email to Census Taskforce listserv from Danah Boyd
CHALLENGES WITH COMPLETION

◈ Online:
  • Internet access
  • Understanding what is asked
  • Familiarity with online forms

◈ Paper:
  • Understanding what is asked
  • Familiarity with forms
In the most recent decennial census in 2010, 80.2% of the state's households mailed back their questionnaire, requiring more costly and difficult in-person follow up from the Census Bureau to count the remaining 19.8%.

Based on the latest census estimates, approximately 15% of Florida's current population (or 2,957,657 people) lives in hard-to-count neighborhoods, shaded in light orange to dark red on the map. These are census tracts where a quarter or more households did not mail in their census questionnaire in 2010. Without greater self-response, these and other neighborhoods in the state could be missed in the 2020 census, putting a fair and accurate count in jeopardy for Florida.

http://www.censushardtountcmaps2020.us/
POTENTIAL FOR SCAMS AND FRAUD

Imposter Scams

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<th>What It Is</th>
<th>What to Know</th>
<th>What to Do</th>
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**What is an imposter?**

An imposter is a person who pretends to be someone else. Imposters may pretend to be a representative of a financial institution, government agency, or other organization to gain access to personal information or to commit fraud.
**WHAT TO DO: PROVIDE GUIDANCE**

- The real Census letter/postcard will come from Jeffersonville, IN, and will be addressed to “resident.”
- To find out if a survey is really from the Census Bureau, you can call your regional office and ask, “Am I in a survey?”
- To find out if a caller or visitor is really from the Census Bureau, you can call the national processing center at 1-800-523-2305. Also, ask to see the person’s U.S. Census badge.
WAYS TO FOLLOW UP

- **Report fraud:** [https://www.ftccomplaintassistant.gov/](https://www.ftccomplaintassistant.gov/)
- Forward potentially bogus emails and website URLs to the Census Bureau at [ois.fraud.reporting@census.gov](mailto:ois.fraud.reporting@census.gov)
- Use Census Bureau materials
THINGS A REAL CENSUS EMPLOYEE WILL NEVER DO

- Refuse to let you read her/his U.S. Census badge
- Tell you that you must pay a fee or wire money
- Ask for your full Social Security number, bank account number, or credit/debit card number
- Threaten you
- Make you hurry to answer
**Think About Your Situation**

- Reasons your program participants might have for not participating in the Census
- Census-related problems that your program participants might have or encounter
- Ways to address those issues and encourage participation
- Ways to address those problems before or after they arise
COMMUNITY SOLUTIONS

People are taking action

Kristin Lahurd
Director for Literacy and Cont. Education
Libraries as Essential, Trusted Partners

➢ Deliver information
➢ Provide internet access
➢ Serve as trusted messengers
➢ Train data users

6,000+ Libraries Hosted Census Bureau Outreach Sites in 2010.
SOCIAL JUSTICE ISSUE

➢ Equity
➢ Access
➢ Inclusion

99% of hard-to-count census tracts have a public library located within five miles.
COMPLETE COUNT COMMITTEES

https://census.gov/programs-surveys/decennial-census/2020-census/complete_count.html
THINK ABOUT YOUR SITUATION

- Potential partners for your program in promoting Census participation
- Plans for contacting those partners
Adult Education’s Role

What to say; what to do

Heather Ritchie
Professional Development Specialist
Carlos Rosario School

Andy Nash
Director
NELRC at World Education
WHAT CAN ADULT PROVIDERS DO NOW?

Have a conversation with your leadership.

♦ Choose – Will you remain silent, stay neutral/informative, or actively promote?

♦ Continue to be more informed
  ◆ legal aspects
  ◆ trusted sources: Census Project, NALEO, UnidosUS
Census fact sheets:
https://www.census.gov/programs-surveys/decennial-census/2020-census/library/fact-sheets.All.html
SHARE INFORMATION BROADLY

- How will you message information to your instructors and students?
  - ✓ Announcements
  - ✓ Lessons
  - ✓ Campaign

- How can you engage the student community?
  - ✓ Student government
  - ✓ Student leaders
Provide Educational Supports

◈ For teachers
Lesson activities and discussion prompts, links to instructional resources

◈ For students
Practice activities, easy-to-read information, links to community supports

◈ For programs
Suggestions for a program-wide Census workshop, internet access and computer support
**Provide Practice**

Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.

**What is Person 1’s name? Print name below.**

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CENSUS JOBS

2020 Census Jobs

Earn extra income while helping your community.
The U.S. Census Bureau is recruiting thousands of people across the country to assist with the 2020 Census count.
Creating a shared course for their students to become census enumerators in their communities.
THINK ABOUT YOUR SITUATION

Plan for taking this back to your staff and teachers
- What do you want them to know?
- How will you transmit that knowledge?
- What do you want them to do?
- How will you get them to do it?

Plan for taking this back to your adult learners
- What do you want them to know?
- How will you transmit that knowledge?
- What do you want them to do?
- How will you get them to do it?
THANKS!

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