



Democracy at Risk: The State of the 2020 Census

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About NALEO Educational Fund



**Empowering Latinos from
citizenship to public service.**

The nation's leading 501(c)(3) non-profit organization that facilitates full Latino participation in the American political process, from citizenship to public service.

Established in 1981, NALEO Educational Fund is governed by a 15-member Board of Directors.

NALEO Educational Fund achieves its mission through three major strategies:



**Policy, Research
& Advocacy**



**Constituency
Services**



**Civic
Engagement**

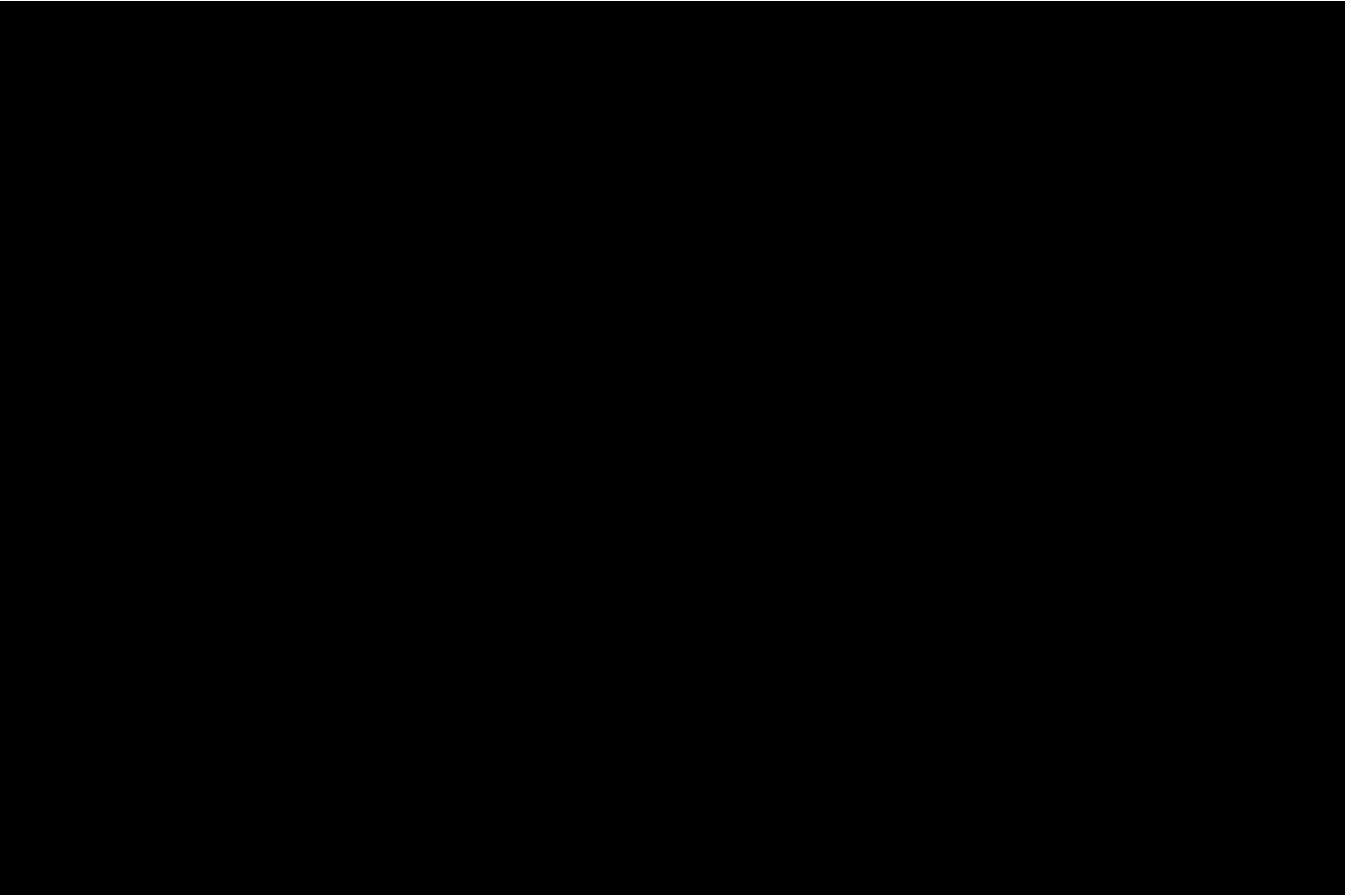
What is the Census and why is it important?

The U.S. Constitution requires that every person living in the United States is counted every 10 years. The next census will take place from March through July of 2020.

Census data are important to our democracy – these data determine apportionment of seats in the U.S. House of Representatives and how district lines are drawn at all levels of government.

Census data is central to implementing, monitoring, and evaluating many civil rights laws and policies

Census data also guide the allocation of more than \$800 billion in federal funding to programs that are crucial to the well-being of families and communities.



The ***iHágase Contar!*** Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The ***iHázme Contar!*** Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

Both campaigns will focus on regions with significant Hard-To-Count (HTC) Latino communities and a notable undercount of Latino children. Nationally, the ***iHágase Contar!*** Census 2020 campaign will provide partners with a number of resources, including:

- ✓ “Train-the-trainer” workshop opportunities;
- ✓ State of the Census 2020 briefings;
- ✓ Campaign material and promotional information;
- ✓ Public awareness events and informational panels;
- ✓ Digital and traditional media efforts;
- ✓ National bilingual information and referral hotline – **877-EL-CENSO** (877-352-3676);
- ✓ Informational Website: **hagasecontar.org** (launches April 1, 2019).



ARTICLE I, SECTION 2

"Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct."



XIV Amendment

"Representatives shall be apportioned among the several States according to their respective numbers, **counting the whole number of persons** in each State ..."

Census data and the allocation of federal funds

More than \$800 billion in FY 2016 federal funding was distributed on the basis of Census-guided data.

Top 11 Census-guided federal programs

Program	Amount (in billions)
Medicaid	\$361.2
Federal Direct Student Loans	\$93.5
Supplemental Nutritional Assistance Program	\$66.4
Medicare Supplemental Medical Insurance (Part B)	\$66.1
Highway Planning and Construction	\$40.3
Federal Pell Grant Program	\$26.0
Section 8 Housing Choice Vouchers	\$19.4
Temporary Assistance for Needy Families	\$17.1
Very Low to Moderate Income Housing Loans	\$16.9
Title I Grants to Local Education Agencies	\$14.4
State Children's Health Insurance Program	\$13.8

Source: Andrew Reamer, *Counting For Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, George Washington University, 2019

Census-Guided Federal Funds Annually Allocated to Selected States

State	Amount (in billions)
California	\$115.1
New York	\$73.3
Texas	\$59.4
Florida	\$44.2
Illinois	\$34.3
North Carolina	\$23.8
Georgia	\$23.8
New Jersey	\$22.7
Arizona	\$20.6
Washington	\$16.7
Colorado	\$13.1
New Mexico	\$7.8
Nevada	\$6.2

Undercount of very young children in Census 2010

Census 2010 missed **1 million** very young children, including more than **400,000** Latinos.

The 2010 net undercount rate for very young Latino children was **7.1 percent**, compared to **4.3 percent** for non-Latinos.

Source: Child Trends Hispanic Institute and NALEO Educational Fund, *The Invisible Ones: How Latino Children are Left out of our Nation's Census Count*.



Undercount of very young Latino children is concentrated in a few states

State	Net Undercount	Share of Net Undercount
California	-113,000	29%
Texas	-75,000	19%
Florida	-44,000	11%
Arizona	-32,000	8%
New York	-21,000	5%
Georgia	-21,000	5%
Total for Six States	-306,000	78%*
United States	-391,000	

**Total share is greater than sum of individual states because of rounding.*

The undercount is concentrated in just a few large counties:

County (State)	Net Undercount
Los Angeles (CA)	47,000
Maricopa (AZ)	27,000
Miami-Dade (FL)	18,000
Dallas (TX)	17,000
Orange (CA)	15,000
San Diego (CA)	12,000
Cook (IL)	11,000
Harris (TX)	9,000
Kings/New York (NY)	6,000
Riverside (CA)	6,000
Clark (NV)	6,000
Broward (FL)	6,000

Why are very young Latino children undercounted?



NALEO Educational Fund research shows that some Latino respondents **do not realize** that children are meant to be included in the census

Some Latino respondents are **reluctant to respond** to the census, and include their children

2020 Census

Proposed Changes and New Approaches

- Bureau was mandated to conduct the 2020 Census at a lower cost per household than 2010. Its plans have fallen short and may now be the most expensive Census in history.
- Bureau is making final adjustments to changes and new approaches which all have important implications for the Latino community:



Internet response as primary response option



Redesign of questions on Hispanic origin and race



Use of administrative records and other third-party data for address canvassing and non-response follow-up (NRFU)



Reduction in number of local census offices, field staff, field "presence"

The 2020 Census that is proceeding is NOT the operation the Bureau has been planning for the past decade

- Years of underfunding have significantly altered the Bureau's preparations and plans for the 2020 Census.
- Rural communities hit hard: Update/Enumerate replaced by Update/Leave in most areas; no final tests in rural communities.
- Plans for the Dress Rehearsal in three diverse sites replaced by a single, limited "End-to-End test" in an urban site.
- Possible ban on hiring work-authorized non-U.S. citizens.
- The 2020 Census questionnaire has been radically changed in the final months before the enumeration, including the abrupt, unexplained changes to the Bureau's plans for data collection on Race and Ethnicity, and the last minute addition of a citizenship question.

NALEO Educational Fund Independent Assessment of the End-to-End (E-T-E) Test

SURVEY of representative sample of Providence County residents.

INTERVIEWS with elected officials and community leaders.

OUR PARTNERS were Dr. Kevin Escudero, Assistant Professor of American Studies and Ethnic Studies at Brown University, in collaboration with Gabriela Domenzain, President, Somos Humanos.

MAJOR FINDINGS:

- Survey respondents, elected officials and community leaders agree that citizenship question will depress participation in Census 2020.
- Latinos generally preferred to participate in E-T-E by mail or in-person; particularly salient because December 2018 GAO report raised serious concerns about Bureau's in-person follow-up operations during the E-T-E.
- Spanish-language accessibility and outreach are imperative; personal networks and social media play an important role in reaching Latinos.



Two-question format on Race and Hispanic origin for Census 2020 raises questions

- Only one Latino national origin will be reported by Census Bureau regardless of how respondents answer.
- Unclear how Latinos will be respond to detailed reporting of White and Black sub-group identifications; Afro-Caribbean examples not included in Black/African American question.
- Census Bureau projects that with this approach, "Some other race" will become second largest racial group in the nation after Census 2020.

Is this person of Hispanic, Latino, or Spanish origin?

- ☐ No, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin – *Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.* ↗

What is this person's race?

Mark ☒ one or more boxes **AND** print origins.

- ☐ White – *Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.* ↗

- ☐ Black or African Am. – *Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.* ↗

- ☐ American Indian or Alaska Native – *Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.* ↗

- | | | |
|--|---|--|
| <input type="checkbox"/> Chinese | <input type="checkbox"/> Vietnamese | <input type="checkbox"/> Native Hawaiian |
| <input type="checkbox"/> Filipino | <input type="checkbox"/> Korean | <input type="checkbox"/> Samoan |
| <input type="checkbox"/> Asian Indian | <input type="checkbox"/> Japanese | <input type="checkbox"/> Chamorro |
| <input type="checkbox"/> Other Asian –
<i>Print, for example, Pakistani, Cambodian, Hmong, etc.</i> ↗ | <input type="checkbox"/> Other Pacific Islander –
<i>Print, for example, Tongan, Fijian, Marshallese, etc.</i> ↗ | |

- ☐ Some other race – *Print race or origin.* ↗

Administration's last minute addition of a Citizenship Question puts Census 2020 at serious risk

Is this person a citizen of the United States?

☐

Yes, born in the United States

☐

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

☐

Yes, born abroad of U.S. citizen parent or parents

☐

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴

☐

No, not a U.S. citizen

NALEO's current position on the Citizenship Question

- Accurate and reliable information is not yet available about how the Census Bureau will handle the Citizenship Question; an internal working group will determine:
 - What the Bureau will do if the question is left blank
 - What will happen if the question is not answered accurately
 - If it will use administrative records from DHS, Department of State, USCIS and other sources, to “impute” an answer
- A new test will be held summer 2019 to measure response rates to census questionnaires with the citizenship question
- It is unknown what policy agenda the newly-installed Census Bureau Director Steven Dillingham may implement
- Once these determinations are made, NALEO will be able to provide guidance on the Citizenship Question

Latest on the citizenship question litigation

- Southern District of New York decision issued January 15
 - Administrative Procedures Act violation
 - Finding that Secretary Ross added the citizenship question using the Voting Rights Act as a pretext
 - Commerce Department ordered to remove the question
 - U.S. Supreme Court has agreed to expedited review, oral arguments on April 23 and decision expected in June
- Northern District of California decision issued March 6
 - Second ruling against the Commerce Department
 - Ruling more expansive, Judge found violation of the Constitution
 - U.S. Supreme Court has agreed to add new ruling to its review
- Maryland and District of Columbia cases remain undecided
 - Maryland lawsuit includes American Indians, and alleges conspiracy on part of the Defendants



Strong Confidentiality Protections Safeguard Disclosure and Misuse of Census Data

Under Title 13 of U.S. Code:

- Census data can only be used for statistical purposes; personal information cannot be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (includes names, addresses, Social Security numbers and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.
 - Sworn staff are subject to a \$250,000 fine and/or up to five years in prison for wrongful disclosure of information.

Policymakers and advocates are working to ensure full Administration compliance with these critical protections.



NALEO MESSAGING RESEARCH

- Focus group participants had a **generally positive view** of the Census; but when they saw version of actual questionnaire, hesitation, fear, lack of confidence arose.
- Survey respondents overwhelmingly expressed a preference to complete the Census by mail on a paper form (75 percent).
- Messages about Census participation being **“Convenient, Safe and Required”** showed the most positive response in the survey.
- Messages about the role of Census data in **providing funding for local schools and community programs** were the most effective in the focus groups.
- **“Family Members”** were the most trusted messengers.
- Nurses, doctors, health providers, Latino community organizations were also highly trusted as messengers.
- People who speak for “the children” or “the schools” – such as **teachers** - were especially trusted and convincing

KEY CENSUS 2020 DATES



2019

January – September 2019:

U.S. Census Bureau will open 248 area Census offices.

April 23, 2019:

U.S. Supreme Court will hear case on citizenship question.

June 2019:

Decision from U.S. Supreme Court on citizenship question case is expected.

June – August 2019:

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates
(preliminary results expected in October).

September 2019 and On:

Recruitment and hiring by U.S. Census Bureau of temporary Census field staff.

2020

January 2020:

The first enumeration begins in remote areas of Alaska, before the spring thaw.

March – April 2020:

Self Response phase of Census 2020
(internet, mail, and phone; four waves of staggered mail).

April 1, 2020:

National Census Day

May – July 2020:

Primary non-response follow-up operation
(to households that did not self-respond).

Ways to get involved:

- ✓ Join us on our April 1, 2019 National Day of Action efforts by downloading and using our communications toolkit:
www.naleo.org/censuscommstoolkit-sp
- ✓ Join our SMS list: Text "CENSUS" to 97779
- ✓ Partner on key dates and national days or action
- ✓ Distribute information about census jobs -
<https://2020census.gov/jobs>
- ✓ Promote our bilingual hotline (877-EL CENSO) and website (hagasecontar.org)
- ✓ Host neighborhood train-the-trainer cafecitos and disseminate census information in your communities
- ✓ Participate in your local CCC or reach out to Census partnership specialists
- ✓ Subscribe to our e-mail list: Email to **censusGOTC@naleo.org** with "Subscribe" in the subject.
- ✓ [Contact a NALEO Ed Fund regional census lead near you!](#)

Thank you.



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