Census 2020 - The Rural Impact & What You Need to Know!

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Be prepared for the 2020 Census!

- CRHC is here a resource for you, your patients, your patrons, your staff and visitors!
- Today’s Presentation will cover:
  - COVID-19 Census Timeline Changes
  - Census 101: History & Impact
  - How Rural Colorado is being counted
  - Overview of Outreach Grant, Census impact on rural, Census details, Rural Outreach Kit (ROK), Q&A
In light of the COVID-19 outbreak, the U.S. Census Bureau is adjusting 2020 Census operations.

The Census Bureau temporarily suspended 2020 Census field data collection activities in March. Steps are already being taken to reactivate field offices beginning June 1, 2020, in preparation for the resumption of field data collection operations as quickly as possible following June 1.

In-person activities, including all interaction with the public, enumeration, office work and processing activities, will incorporate the most current guidance to promote the health and safety of staff and the public. This will include recommended personal protective equipment (PPE) and social distancing practices.

Once 2020 Census data collection is complete, the Census Bureau begins a lengthy, thorough and scientifically rigorous process to produce the apportionment counts, redistricting information and other statistical data products that help guide hundreds of billions of dollars in public and private sector spending per year.

In order to ensure the completeness and accuracy of the 2020 Census, the Census Bureau is seeking statutory relief from Congress of 120 additional calendar days to deliver final apportionment counts.

Under this plan, the Census Bureau would extend the window for field data collection and self-response to October 31, 2020, which will allow for apportionment counts to be delivered to the President by April 30, 2021, and redistricting data to be delivered to the states no later than July 31, 2021.
Mandated by the Constitution and:

- Article 1, Section 2 of the U.S. Constitution
- The Census determines **apportionment** in Congress
- The Census provides data for distribution of more than **$675 Billion Federal Funds**, every year
- The census provides data essential for **redistricting** in 2021. This includes congressional and state legislative districts, school districts, and more.
- Informs government, business, and nonprofit **decision making**, especially when it comes to planning.
- Provide **population benchmark** for nearly every other U.S.-based survey.
Colorado receives federal Funds for programs that impact every person living here. According to this study, in 2015 Colorado received over $8 billion in funding for WIC, SNAP, TANF, Section 8, National School Lunch Program, the Children’s Health Insurance Program (CHIP), Medicaid, and Medicare, assistance to rural hospitals and community health clinics and mental health centers, and Federally Qualified Health Centers (FQHC).

This amounts to about $1500 per person for these programs, based on this study. Counting for Dollars link: https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds
HOW DOES CENSUS DATA HELP PUBLIC HEALTH OFFICIALS?

The same data you will often use for analyzing various population health determinants that affect long-term outcomes in the communities we serve

- Determining Socio-economic status (SES) indicators around education income and employment
- Determining levels of housing and food insecurity and high need area for targeting public health programs and resources
- Understanding community demographics
- The Bureau has a video focusing on public health use of census data:
  www.youtube.com/watch?v=Cpus_ieYNX4#action=share
Confidentiality

Census Bureau reputation depends on keeping data confidential. We take it very seriously!

- **Federal Law** – Title 13 of the US Code protects the confidentiality of all information
- **Employee Oath** – Protect confidentiality for life. Penalties if violated can be 5 years in prison and/or $250,000 fine.
- **Statistical Safeguards** – Ensure that statistics released do not identify individuals.
Questions Asked

- **2020 Census will ASK:**
  - How many people are living/staying at your home on April 1, 2020
  - Whether the home is owned or rented
  - For each person in your home, you will be asked to report the:
    - Sex
    - Age
    - Race
    - Ethnicity (including whether of Hispanic, Latino, or Spanish origin)
    - Relationship to other household members

- **2020 Census will NEVER ask for:**
  - Your social security number
  - Checking account information
  - Credit card information
  - Money/donations
  - Anything on behalf of a political party
## 4 Ways to Respond

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<th>Phone &amp; Internet</th>
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<th>In-Person Interview</th>
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Respond with any of these methods until October 31, 2020
Phone numbers for different language assistance

- English: 844-330-2020
- Spanish: 844-468-2020
- Chinese (Mandarin): 844-391-2020
- Chinese (Cantonese): 844-398-2020
- Vietnamese: 844-461-2020
- Korean: 844-392-2020
- Russian: 844-417-2020
- Arabic: 844-416-2020
- Tagalog: 844-478-2020
- Polish: 844-479-2020
- French: 844-494-2020
- Haitian Creole: 844-477-2020
- Portuguese: 844-474-2020
- Japanese: 844-460-2020
- English (for Puerto Rico residents): 844-418-2020
- Spanish (for Puerto Rico residents): 844-426-2020
- TDD (Telephone Display Device): 844-467-2020
General Census FAQ

- **Will citizenship be asked on the 2020 Census?**
  - The citizenship question will NOT be on the 2020 Census form.

- **How long does it take to complete the Census?**
  - There is no time limit. The Census Bureau estimates around 10 minutes. It is 10 questions, but we know that for people living in complicated households, it may take longer.

- **Can I skip questions?**
  - The Census Bureau encourages households to answer all of the questions. The system will allow you to skip answering certain questions, with a verification that you would like to skip the question.

- **Will I ever be emailed a form?**
  - No, you will never be emailed a form.
What if I live in more than one place?
- You are counted at the place where you live and sleep most of the time. If that time cannot be determined, then at the place where you are staying on April 1, 2020.

What if a live in a structure on a property that the city doesn’t know about, such as a converted garage or mobile home?
- The Census Bureau cannot share individual household data with any city or county. They would also be considered a household.

Will any city or state government see my responses?
- No, individual census responses can only be housed and kept within the Census Bureau.

Will the Census cost me any money?
- The census will NOT cost anyone any money. We want everyone to respond!
Counting Rural Colorado-FAQs

- If you live in a rural area including most Colorado mountain communities, the San Luis Valley and Eastern Plains, please note: The Census Bureau will NOT send letters, postcards or mail forms to PO Boxes.

- **WHAT SHOULD I EXPECT?**

- Depending on where you live:
  - You may receive a letter in the mail encouraging you to go online, depending on your mail service or You may receive a letter encouraging you to go online in addition to a mail form or
  - A Census Bureau worker may drop off and leave materials at your household from March 16th, 2020 – October 31, 2020
Counting Rural Colorado-FAQs

- **I did not receive anything in the mail. How do I respond?**
  - You can still respond online to the 2020 Census even if you did not receive a letter or paper questionnaire. Go to [www.my2020census.gov](http://www.my2020census.gov) Select the link that says, "If you do not have a Census ID, click here." It is located below the Census ID login field. Visit Responding to the Census to learn more.

- **Are The english and spanish call lines are automated?**
  - No, if you call the Census response lines you will talk to a live person.
I completed the Census already, why am I still receiving mail?

Thank you for responding. We send invitations and reminders through the mail. If you already responded, the reminder may have been sent before we received your response.

What if I own a vacation or second home and receive a Census letter their too?

Do not fill out a census survey for “second homes” or vacation homes. You should only fill out one census survey for the home where you live most of the time.
I live independently in an assisted living center or continuing care community. How do I respond?

This depends on the type of unit you are living in. Each independent living or assisted living unit is treated as a separate household and will have the option to respond online, by phone, or by mail. People living in skilled-nursing or hospice units will be counted as part of the Group Quarters Operation. If you are not sure if you will be counted as part of the Group Quarter Operation, check with the person who collects your rent.
With the first digital census, we know that there will be uncertainty and fear with responding online. Some information is shared to protect our communities and some information is distributed with an intent to increase and heighten fear. We ask organizations to not publish disinformation or misinformation on any social media platform, even if it is to debunk the rumor.

There are a few organizations working on rapid response to combat disinformation and ways you can report rumors.

- Any potential disinformation can be sent to Together We Count at admin@togetherwecount.org.
- National advocacy group Color of Change is also tracking false information. Submit at https://act.colorof-change.org/survey/hearing-info-census/
- The Census Bureau also has a national email rumors@census.gov
Helpful resources

- 59 language guides and instructional videos

- Census Outreach materials and fact sheets

- Census Response Outreach Area Mapper to identify hard to count areas
  - [https://www.census.gov/roam](https://www.census.gov/roam)

- 2020 Census Self-Response Rate Map (Allows communities to track responses in real time)
Census 2020 Outreach Grant Program

- Census 2020 Outreach Grant Program - DOLA
  - 2019 legislative session, state of Colorado passed HB19-1239 to support the promotion of an accurate count in the decennial census by creating a census outreach program, and, in connection therewith, making an appropriation.
  - CRHC along with many others was recipient of the program to specifically conduct outreach, research and promotion to Colorado's 47 rural and frontier counties to increase the participation rate of rural Coloradans, which has been identified as a hard to count population
  - Collaboration with Trusted Community Partners – YOU!
    - Rural hospitals, clinics, public health, schools, libraries and grocery stores
Rural Outreach Kit (ROK)

- Resources with links to the following:
  - coruralhealth.org/census
  - Census 2020 Fact sheet – English and Spanish
  - Press Advisory Template for use in your communities
  - Census FAQ and 101
  - Census PSA
  - Social Media resources
  - Census Helpline phone number, 720.248.2741
- Census Posters for community distribution
Contact Us!

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