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#2020Census

Overview of the Challenges for the 2020 Census

SPUR/ New America CA
Oakland, CA | July 17, 2018

GAO Rating for 2020 Census: High Risk

- Smaller budget, delayed contracts
- New technologies and new processes for in-office address canvassing: online survey, enumerator app.
- Cancellation of 2 of the 3 field tests
- Negative public opinion of the Census

Projected 2020
self-response rate
17% lower than 2010

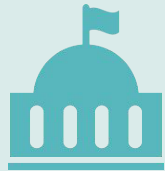
Impacts of an Undercount

The fiscal impact of an undercount in California could be in the **billions of dollars** per year.



GOVERNMENT FUNDING

Medicaid, food subsidies, preschools, housing, parks, highways



POLITICAL REPRESENTATION

District lines, House of Reps, Electoral College



BUSINESS & ECONOMY

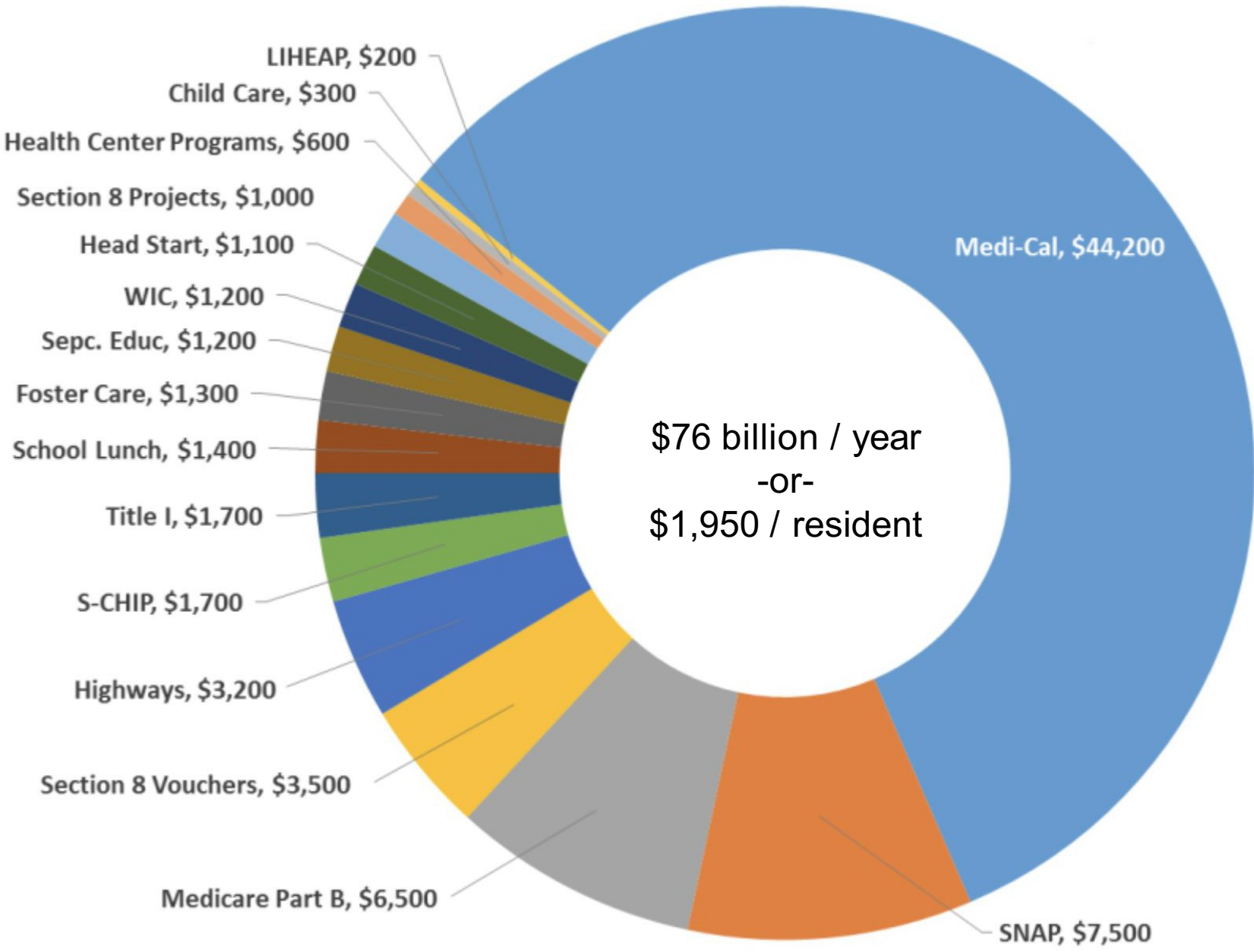
Real estate, retailers, and other firms using demographic data



COMMUNITY-BASED SERVICES

Funding for and accurate measurement of impact

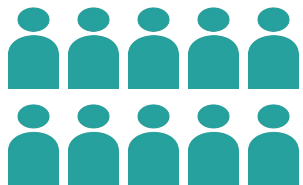
Federal Programs That Allocate Funds to California Using Census Data (in million dollars - FFY2015)



- 10 of the 50 “hardest-to-count” counties in the county are in California
- Over 20% of Alameda, Contra Costa, and San Francisco County populations are considered HTC = over 700K residents
- 2010 Census undercounted 3,000 Latinx children in Alameda County alone
- It costs approximately \$22 to count each HTC individual for a \$2,000 “return on investment”

Enumerator workload is doubling in 2020

2010



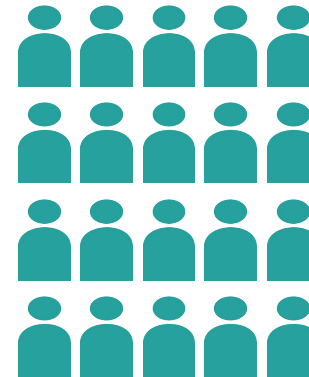
or



155 people

60 households

2020



or



300 people

115 households

Need to Hire 5K Census Enumerators across Alameda, Contra Costa, & SF Counties

- Restrictive job requirements (e.g. US citizenship)
- Misleading language on application (e.g. You must be registered for Selective Service)
- Cumbersome & lengthy online application available only in English/Spanish
- Poorly advertised jobs in a strong economy, with limited targeted outreach to minority communities or bilingual candidates

Need 30K Candidates:

Veterans, community college students, advanced workforce development trainees, gig economy workers, millennials, retirees, civic engagement groups



Workshop Challenge Statements

1. How might we encourage residents in “hard to count” (HTC) communities to **participate** in the Census?
2. How might we **source and retain** a local pipeline of quality Census enumerators?
3. How might we **counter misinformation** about the Census?
4. How might we **lower the barriers** to participation in the online phase of the Census?

Challenges for the Census and the Importance of Disaggregated Data on Race and Ethnicity

Victor Rubin

Everyone Counts: What the 2020 Census Means
SPUR Oakland Evening Forum
July 17, 2018



PolicyLink is a national research and action institute advancing economic and social equity by Lifting Up What Works.[®]



Photo Credit: SEARAC

Two interconnected topics:

- Challenges to the completeness, accuracy and fairness of the 2020 Census
- How the Census measures race and ethnicity and ways to improve it

April 3, 2018

There's No Need for A Citizenship Question in the Next Census

The announcement by U.S. Secretary of Commerce Wilbur Ross that the 2020 Census will agree to the Justice Department's request and add a question about citizenship is wrong on so many levels that it's hard to track them all. The Constitutionally-mandated responsibility of the decennial census is to count all residents, regardless of citizenship, and actions that would interfere with doing that as thoroughly as possible undercut that grave responsibility.

A question about citizenship would discourage participation in the Census and lead to systematic undercounting of residents and an incomplete, biased picture of who lives in the United States. The consequences of such an undercount would be dire, skewing political representation and the allocation of federal funds. The undercount would affect immigrant communities of color in particular. For example, as the First Focus Campaign for Children put it, "For Hispanic children, the problem of being undercounted is exacerbated by a recent decision from the Department of Commerce to add a question on citizenship in the 2020 census. Coupling this announcement with aggressive and cruel immigration enforcement

Author



VICTOR RUBIN

Recent issues

BLOG
May 18, 2018
Building Communities of Opportunity by Reducing Barriers to Housing

18
May
2018

BLOG
May 17, 2018
Leveraging California's Transportation Investments to Achieve Triple Bottom Line Return




- Six lawsuits against the federal government on citizenship question
- Broad coalition opposed; skepticism about motives for the question is widespread
- Complete Count advocates will find their task harder if people mistrust Census process or confidentiality

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NATIONAL

Citizenship Question Controversy Complicating Census 2020 Work, Bureau Director Says

4:06

+ QUEUE

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TRANSCRIPT

July 11, 2018 · 7:05 PM ET
Heard on All Things Considered

HANSI LO WANG



Acting U.S. Census Bureau Director Ron Jarmin stands in the lobby of the agency's headquarters in Suitland, Md. The bureau is facing six lawsuits from more than two dozen states and cities, plus other groups, that want a new question about U.S. citizenship removed from the 2020 census.

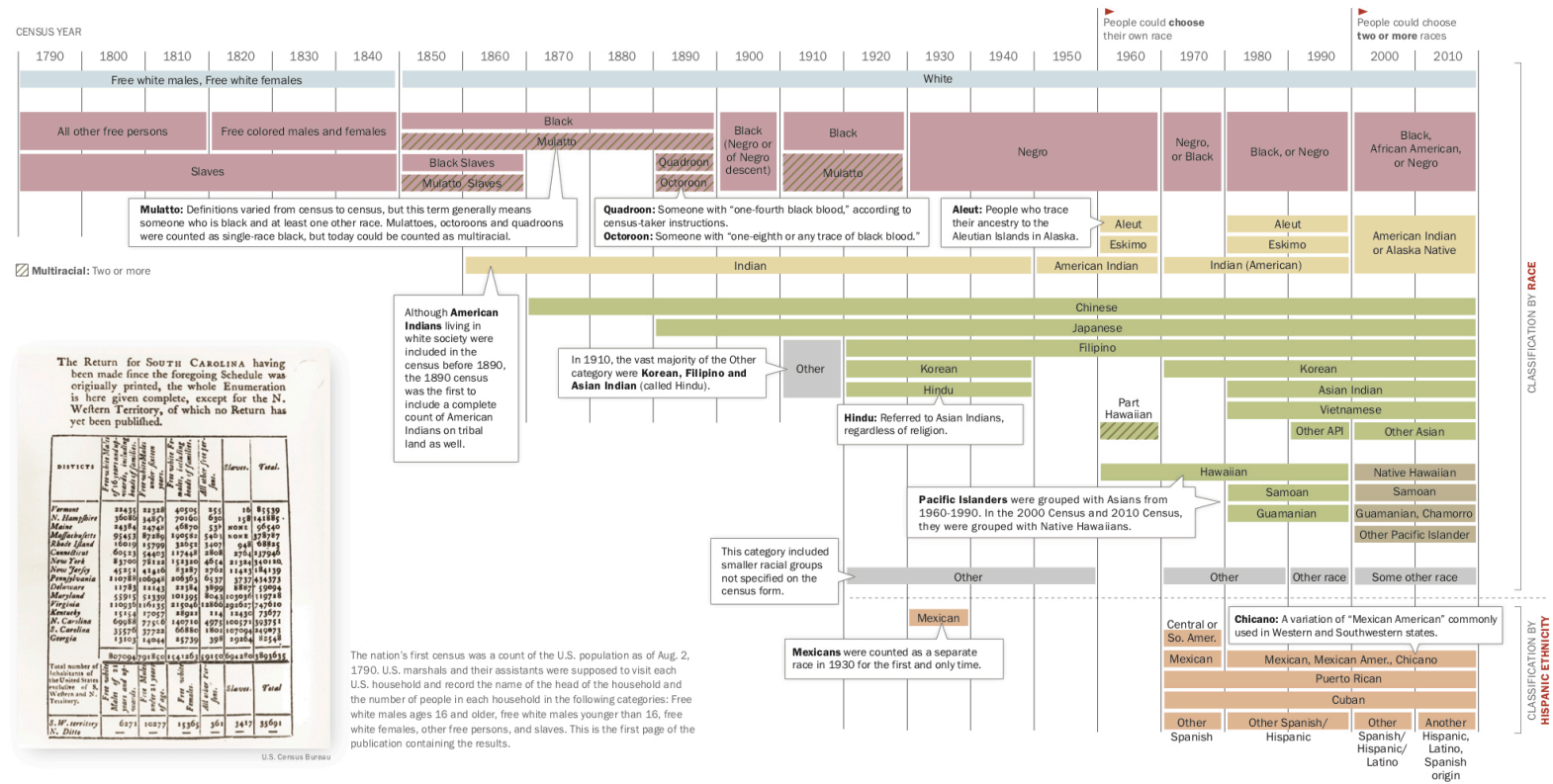
Claire Harbage/NPR

The head of the U.S. Census Bureau says the controversy over a new question about U.S. citizenship on the 2020 census is complicating its preparations to conduct a national head count.

What Census Calls Us

A Historical Timeline

This graphic displays the different race, ethnicity and origin categories used in the U.S. decennial census, from the first one in 1790 to the latest count in 2010. The category names often changed from one decade to the next, in a reflection of current politics, science and public attitudes. For example, "colored" became "black," with "Negro" and "African American" added later. The term "Negro" will be dropped for the 2020 census. Through 1950, census-takers commonly determined the race of the people they counted. From 1960 on, Americans could choose their own race. Starting in 2000, Americans could include themselves in more than one racial category. Before that, many multiracial people were counted in only one racial category.



Source: Pew Research Center

Yalla Count!



Check it right ... you ain't white!

What: Yalla Count! Census Tour Bus event

When: Thursday, Feb. 4 at 6 p.m.

Where: Victory Restaurant and Bakery, 630 S. Brookhurst, Anaheim, 92804

Who: All are invited to attend!

The Los Angeles regional vehicle 'L.A. Confidential' will travel to the heart of 'Little Arabia' to encourage community members to fill their 2010 Census forms

Sponsored by:

Arab Complete Count Committee

\$0.99 falafel and shawerma sandwiches



Source: Arab Complete Count Committee



Photo Credit: SEARAC

Question Format

Separate Questions

NOTE: Please answer BOTH Question 8 about Hispanic ethnicity and Question 9 about race. For this census, Hispanic ethnicities are not races.

Is Person 1 Hispanic, Latino, or Spanish?
Mark all boxes that apply **AND** print ethnicities in the spaces below. Note, you may report more than one group.

No, not Hispanic, Latino, or Spanish
 Yes, Mexican, Mexican Am., Chicano
 Yes, Puerto Rican
 Yes, Cuban
 Yes, another Hispanic, Latino, or Spanish ethnicity – Print, for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc. \geq

What is Person 1's race?
Mark all boxes that apply **AND** print ethnicities in the spaces below. Note, you may report more than one group.

White – Print, for example, German, Irish, English, Italian, Polish, French, etc. \geq

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. \geq

American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. \geq

<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

Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc. \geq

Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc. \geq

Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. \geq

Some other race – Print race or ethnicity. \geq

Combined Question with Write-Ins

What is Person 1's race or origin?
Mark all boxes that apply **AND** print origins in the spaces below. Note, you may report more than one group.

White – Print, for example, German, Irish, English, Italian, Polish, French, etc. \geq

Hispanic, Latino, or Spanish origin – Print, for example, Mexican or Mexican American, Puerto Rican, Cuban, Salvadoran, Dominican, Colombian, etc. \geq

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. \geq

Asian – Print, for example, Chinese, Filipino, Asian Indian, Vietnamese, Korean, Japanese, etc. \geq

American Indian or Alaska Native – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. \geq

Middle Eastern or North African – Print, for example, Lebanese, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. \geq

Native Hawaiian or Other Pacific Islander – Print, for example, Native Hawaiian, Samoan, Chamorro, Tongan, Fijian, Marshallese, etc. \geq

Some other race or origin – Print race or origin. \geq

Combined Question with Checkboxes

3. Which categories describe Person 1?
Mark all boxes that apply **AND** print details in the spaces below. Note, you may report more than one group.

WHITE – Provide details below.

<input type="checkbox"/> German	<input type="checkbox"/> Irish	<input type="checkbox"/> English
<input type="checkbox"/> Italian	<input type="checkbox"/> Polish	<input type="checkbox"/> French

Print, for example, Scottish, Norwegian, Dutch, etc. \geq

HISPANIC, LATINO, OR SPANISH – Provide details below.

<input type="checkbox"/> Mexican or Mexican American	<input type="checkbox"/> Puerto Rican	<input type="checkbox"/> Cuban
<input type="checkbox"/> Salvadoran	<input type="checkbox"/> Dominican	<input type="checkbox"/> Colombian

Print, for example, Guatemalan, Spaniard, Ecuadorian, etc. \geq

BLACK OR AFRICAN AM. – Provide details below.

<input type="checkbox"/> African American	<input type="checkbox"/> Jamaican	<input type="checkbox"/> Haitian
<input type="checkbox"/> Nigerian	<input type="checkbox"/> Ethiopian	<input type="checkbox"/> Somali

Print, for example, Ghanaian, South African, Barbadian, etc. \geq

ASIAN – Provide details below.

<input type="checkbox"/> Chinese	<input type="checkbox"/> Filipino	<input type="checkbox"/> Asian Indian
<input type="checkbox"/> Vietnamese	<input type="checkbox"/> Korean	<input type="checkbox"/> Japanese

Print, for example, Pakistani, Cambodian, Hmong, etc. \geq

AMERICAN INDIAN OR ALASKA NATIVE – Provide details below.

<input type="checkbox"/> American Indian	<input type="checkbox"/> Alaska Native	<input type="checkbox"/> Central or South American Indian
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Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat, Nome Eskimo Community, etc. \geq

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.

<input type="checkbox"/> Lebanese	<input type="checkbox"/> Iranian	<input type="checkbox"/> Egyptian
<input type="checkbox"/> Syrian	<input type="checkbox"/> Moroccan	<input type="checkbox"/> Algerian

Print, for example, Israeli, Iraqi, Tunisian, etc. \geq

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.

<input type="checkbox"/> Native Hawaiian	<input type="checkbox"/> Samoan	<input type="checkbox"/> Chamorro
<input type="checkbox"/> Tongan	<input type="checkbox"/> Fijian	<input type="checkbox"/> Marshallese

Print, for example, Palauan, Tahitian, Chuukese, etc. \geq

SOME OTHER RACE, ETHNICITY, OR ORIGIN – Print below. \geq

Source: U.S. Census Bureau

Combined Question Permits Reporting of Race and / or Hispanic Origin

8. What is Person 1's race or ethnicity?
Mark all boxes that apply AND print ethnicity in the spaces below.
Note, you may report more than one group.

WHITE – Provide details below.
 German Irish English
 Italian Polish French
 Print, for example, Scottish, Norwegian, Dutch, etc.

HISPANIC, LATINO, OR SPANISH – Provide details below.
 Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian
 Print, for example, Guatemalan, Spaniard, Ecuadorian, etc.
Afro Latino

BLACK OR AFRICAN AMERICAN – Provide details below.
 African American Jamaican Haitian
 Nigerian Ethiopian Somali
 Print, for example, Ghanaian, South African, Barbadian, etc.
Dominican

ASIAN – Provide details below.
 Chinese Filipino Asian Indian
 Vietnamese Korean Japanese
 Print, for example, Pakistani, Cambodian, Hmong, etc.

AMERICAN INDIAN OR ALASKA NATIVE – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.
 Lebanese Iranian Egyptian
 Syrian Moroccan Algerian
 Print, for example, Israeli, Iraqi, Tunisian, etc.

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.
 Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese
 Print, for example, Palauan, Tahitian, Chukese, etc.

SOME OTHER RACE OR ETHNICITY – Print details.

8. What is Person 1's race or ethnicity?
Mark all boxes that apply AND print ethnicity in the spaces below.
Note, you may report more than one group.

WHITE – Provide details below.
 German Irish English
 Italian Polish French
 Print, for example, Scottish, Norwegian, Dutch, etc.

HISPANIC, LATINO, OR SPANISH – Provide details below.
 Mexican or Mexican American Puerto Rican Cuban
 Salvadoran Dominican Colombian
 Print, for example, Guatemalan, Spaniard, Ecuadorian, etc.

BLACK OR AFRICAN AMERICAN – Provide details below.
 African American Jamaican Haitian
 Nigerian Ethiopian Somali
 Print, for example, Ghanaian, South African, Barbadian, etc.
Puerto Rican

ASIAN – Provide details below.
 Chinese Filipino Asian Indian
 Vietnamese Korean Japanese
 Print, for example, Pakistani, Cambodian, Hmong, etc.

AMERICAN INDIAN OR ALASKA NATIVE – Print, for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Tlingit, etc.

MIDDLE EASTERN OR NORTH AFRICAN – Provide details below.
 Lebanese Iranian Egyptian
 Syrian Moroccan Algerian
 Print, for example, Israeli, Iraqi, Tunisian, etc.

NATIVE HAWAIIAN OR OTHER PACIFIC ISLANDER – Provide details below.
 Native Hawaiian Samoan Chamorro
 Tongan Fijian Marshallese
 Print, for example, Palauan, Tahitian, Chukese, etc.

SOME OTHER RACE OR ETHNICITY – Print details.

Source: U.S. Census Bureau

Thank you!

Victor Rubin
Vice President for Research
victor@policylink.org

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