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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

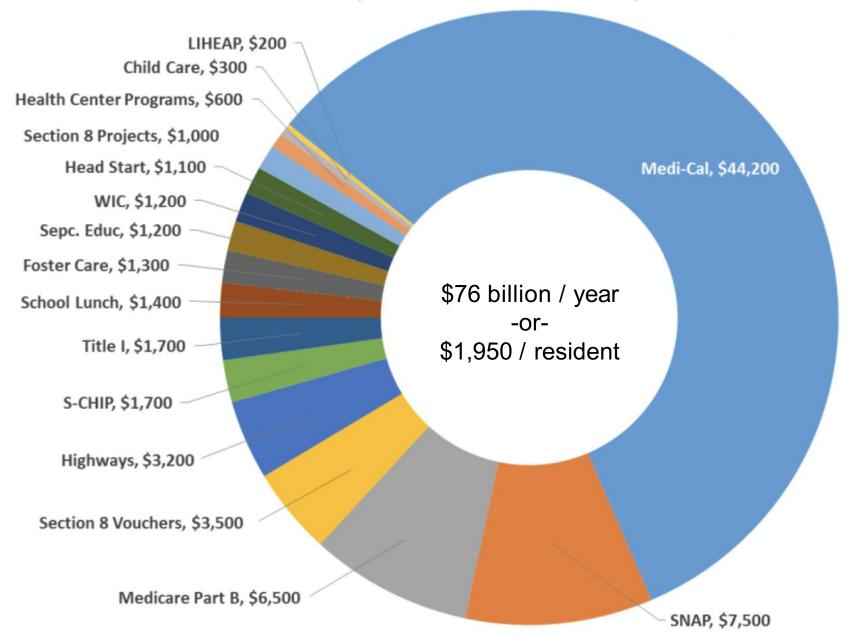
Real estate, retailers, and other firms using demographic data



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



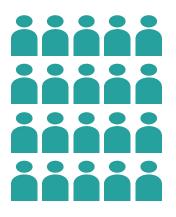
155 people

60 households

2020



or



300 people

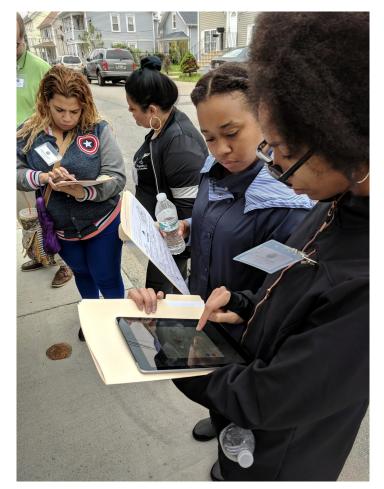
115 households

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

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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

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



shop 2 Q

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



+ QUEUE DOWNLOAD **EMBED** TRANSCRIPT







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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.

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.

PolicyLink

Six lawsuits against

citizenship question

opposed; skepticism

about motives for

government on

Broad coalition

the question is

Complete Count

advocates will find

their task harder if

Census process or

people mistrust

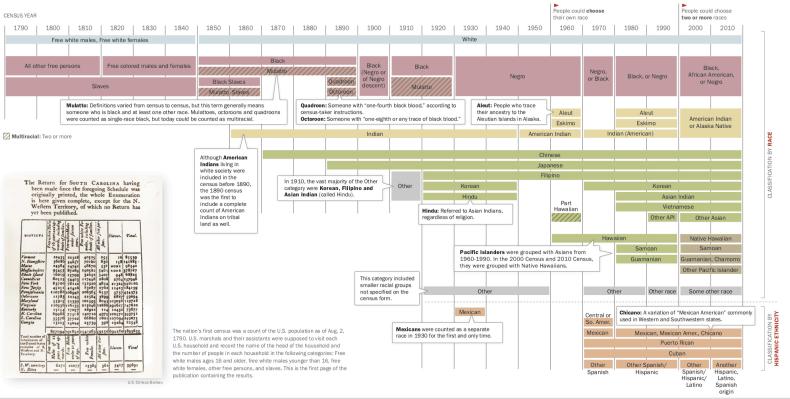
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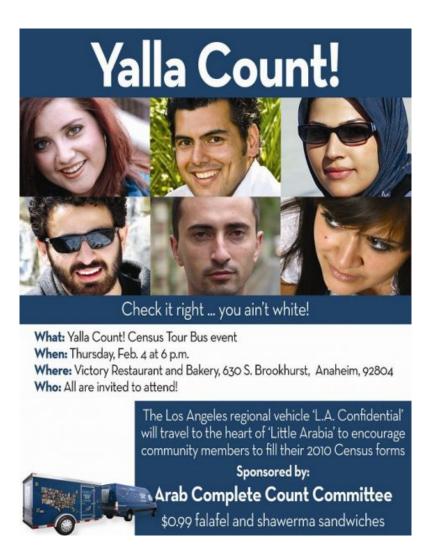
widespread

the federal

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: Arab Complete Count Committee



Photo Credit: SEARAC

Question Format

Separate Questions	Combined Question with Write-Ins	Combined Question with Checkboxes
TE: Please answer BOTH Question 8 about Hispanic nicity and Question 9 about race. For this census, Hispanic nicities are not racte. Person 1 Hispanic, Latino, or Spanish? **R at lowes that alphy AMD print ethnicities in the spaces below, o, you may inport more than one group. No not Hismanic, Latino, or Spanish? No not Hismanic, Latino, or Spanish.	What is Person 1's race or origin? Mark all boxes that apply AMD print origins in the spaces below. Note, you may report more than one group. White - Print for example, German, kinl, English, Italian, Polish, French, etc. ; ; Print for example, German, kinl, English, Italian, Polish, French, etc. ; ; Print for example, German, kinl, English, Italian, Polish, French, etc. ; ; Print for example, German, kinl, English, Italian, Polish, French, etc. ; ; Print for example, German, kinl, English, Italian, Polish, English, Italian, Polish, French, etc. ; ; Print for example, German, Kinl, English, Italian, Polish, English, Italian, Ital	3. Which categories describe Person 1? Mark all bows that apply AMD print dealls in the spaces b Note, you may report more than one group. WHITE - Provide dealls below. German Irish English Balain Polish Fenrch Print, for example, Scotar, Nervegian, Duto, etc., 2
Yes, Mexican, Mexican Am., Chicano Yes, Purto Rican Yes, Charlo Rican Yes, Caban Yes, Caban Yes, Caban Yes, and Yes American Yes, American Yes, American Yes, Yes American Yes American Yes American Yes American Yes	Hipponic, Latino, or Spanish origin – Print, for exemple, Medicar of Medicar American, Phenric Fleun, Calaba, Salesdoran, Dominican, Colombian, etc. gr. Dominican, Colombian, etc. gr.	HISPANIC, LATINO, OR SPANISH – Proxée details belor Mexican Pluento or Mexican Rican Cuban American Decrinican Colombi
at is Person 1's race? If all lowes that apply AMD print ethnicities in the spaces below, by our may happen ince than one group.	Black or Artican Am. — Print for example, African American, "Innocen, Fielden, Neperine, Ethopian, Screel, etc. ; Asian — Print for example, Chinese, Filipino, Asian Indian,	Pirit, for example, Gusternalan, Spaniand, Ecuadorian, etc BLACK OR AFRICAN AM. – Provide details below. African Jamaican Haltan
White — Print, for example, German, Irish, English, Italian, Polish, Ferench, etc. ;; Black or African Am. — Print, for example, African American,	Vietnamese, Korean, Japanese, etc. ;; Manerican Indian or Alaska Hative - Print, for xample, Navajo, Nation, Blackel Tribe, Maneri, Adre. Native Village of Sarrow	Nigorian Ethiopian Somali Print, for example, Ghana ian, South African, Barbadian, et ASIAN - Provide details below.
Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc. g American Indian or Alaska Native — Print, for example, Navajo Nation, Biokider Tribe, Maren, Antice, Native Village of Bisrove	hupisi Traditional Government, Nome Estimo Community, etc. ;: Middle Eastern or North African – Print, for example, Lebanose, innien. Egyption, Byrian, Moroccan, Algeleins, etc. ;:	□ Chinese □ Filipino □ Asian In □ Vishannese □ Korean □ Japanes Print, for example, Pakistani, Cambodian, Hmong, etc. □
Inspirit Traditional Greenment, Nome Estimo Community, etc. ;: Chinese	Native Hamelian or Other Pacific Islander — Print, for example, Native Hamelian, Carrian, Chamono, Tongan, Fijan, Manshallese, etc. ;;	AMERICAN NICIAN OR ALASKA NATIVE - Provide deta
Asian Indian Japanese Chamoro Other Asian - Print, for example, Print, for examp	Some other race or origin — Print race or origin .;;	MIDDLE EASTERN OR NORTH AFRICAN - Provide detail Lebanese Irania Egyptiar Syrian Moreocoan Algerian Print, for example, Iranel, Ray, Turnian, etc.; p
Middle Eastern or North African – Print, for example, Lebane se, Iranian, Egyptian, Syrian, Moroccan, Algerian, etc. ;;		MATIVE HAWABAN OR OTHER PACIFIC ISLANDER – F defeals below. Native — Sarroan — Sarroan — Chamon — Fisian — Marshall — Ma
Some other race – Print race or ethnicity.		☐ Tongan ☐ Fijian ☐ Marshal Print, for example, Palauan, Tahitian, Chuukese, etc. ⊋

Source: U.S. Census Bureau

Combined Question Permits Reporting of Race <u>and / or Hispanic Origin</u>

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Source: U.S. Census Bureau

Thank you!

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