Promoting a complete and accurate Census is central to NALEO Educational Fund’s mission.

NALEO EDUCATIONAL FUND SERVES AS

- Census Bureau National Partner
- Census Bureau Supporter
- Census Watchdog
“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 are the basis of our **REPRESENTATIVE DEMOCRACY** critical to the **PROTECTION OF CIVIL RIGHTS** used annually to distribute **BILLIONS IN FEDERAL FUNDS** and used to **MAKE INFORMED DECISIONS**

| Census data are used for apportionment of Congressional seats, and redistricting at all levels of government. |
|---|---|---|
| Census data are indispensable for monitoring and enforcement of a broad range of civil rights policies. |
| Census data guide the allocation of more than $1.5 trillion in federal government resources to states, localities and families every year. |
The Census has never been accurate, while the count has improved over time, certain populations are “undercounted” including:

- African Americans, Latinos and American Indians
- Households with low incomes
- Immigrants and individuals with low English-language proficiency
- Renters
- Residents who live in non-traditional housing
- Rural residents
- Highly mobile residents, such as farmworkers
- Very young children aged 0-4
Very young children are most likely to be excluded from the Census count

Census 2010 missed **2.2 million** very young children, and double counted 1.2 million, for a net undercount of **1 million children**, including **400,000 Latino children**.

The 2010 net undercount rate for very young Latino children was **7.1 percent**, and **6.3 percent** for African American children.

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

• Number of people living or staying in the house, apartment, or mobile home on April 1, 2020
• Whether the residence is a house, apartment, or mobile home
• Telephone number *(You will only be contacted if needed for official Census Bureau business)*
• Sex
• Age
• Date of Birth
• Hispanic Origin
• Race
• Relationships of persons in the household, including opposite and same sex spouses and unmarried partners
What the Census questionnaire will **NOT** ask

- Citizenship Status
- Immigration Status
- Social Security Number
- Permits or licensing of any converted units on property
- Use of public benefits
- Criminal background or convictions
- Bank account or payment information
- Employment, income or wealth information
Response Options

Self-Response – 3 methods of response:
• Online Option
• Mail/Paper Questionnaire
• Phone via Census Questionnaire Assistance

“Catch-all” Response option: Non-Processing ID
• No Unique Identification Code Required

NRFU contacts
• Enumerators complete an interview using an automated application on a smartphone
• Each case will have a maximum of six unique contact days and 12 proxy attempts
• Use of Administrative Records in NRFU
Internet First and Internet Choice

Internet First
• “Internet First” means the first three mailings will be an invitation to respond to the census online.

Internet Choice
• “Internet Choice” means that the first mailing will include a paper Census form and an invitation to respond online.
• This will be used in areas with low internet coverage or connectivity, and with other characteristics that make it less likely respondents will respond online.
• About 20 percent of the households will receive the Internet Choice treatment.
Bilingual Census forms and assistance will be available in English and Spanish

**Bilingual English-Spanish Census Forms**
- Bilingual forms in English and Spanish will be mailed to certain census tracts where Spanish is widely spoken.
- Bilingual forms can be obtained upon request where they are not directly mailed.

**Language Assistance**
- In addition to the form, guides and other materials will be available in Spanish.
- Telephone assistance will be available in Spanish.
Phone Support will be available in English and 12 other languages:

- Spanish
- Chinese (Mandarin and Cantonese)
- Vietnamese
- Korean
- Russian
- Arabic
- Tagalog
- Polish
- French
- Haitian Creole

A dedicated toll-free Census Bureau phone number will be available for each language, callers will be able to obtain more information and complete their census form over the phone.
Language Assistance: Online
The internet self-response form will be available in English and 12 other languages:

- Spanish
- Chinese (Simplified)
- Vietnamese
- Korean
- Russian
- Arabic
The Census Bureau is producing language glossaries, language identification cards, and language guides in 59 languages.

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<thead>
<tr>
<th>Language</th>
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Self-Response Timeline

March 12 – 20: an invitation to respond online to the 2020 Census mailed (some households will receive paper questionnaires in the first mailing; households in areas where Spanish is dominant will receive bilingual mailings)

If a household does not respond:

March 16 – 24: reminder letter mailed
March 26 – April 3: reminder postcard mailed
April 8 – 16: reminder letter and paper questionnaire mailed
April 20 – 27: final reminder postcard mailed
July 31: on line response option closes

No on-demand access to a Census form in 2020
Non-Response Followup (NRFU)

- The Census Bureau will follow up with households that do not respond online, by mail or phone by April 30, by sending a Census enumerator beginning **May 13 through July 31**.
- Enumerators will collect data using mobile devices.
- Generally, enumerators will make up to six visits.
- Last resort enumeration will be by proxy.
- Online self-response will be available until July 31
Use of Administrative Records

- The Bureau will use administrative records and third-party data:
  - To identify vacant and non-housing units.
  - To enumerate a nonresponding household if “quality data” are available.

- Administrative records include information from:
  - The postal service
  - Social Security
  - Medicaid and Medicare
  - The Internal Revenue Service
  - Selective Service

- Third-party data come from commercial companies.
Bureau field staff will update the address of the household and conduct an in-person interview to enumerate the household in the same visit.

This approach will be used in remote areas which are particularly hard to reach, including certain parts of Alaska and remote Maine, and in certain Native American areas.
Bureau field staff will update the address of the household and leave behind materials for self-response by mail, telephone or online.

- Areas subject to Update Leave include:
  - U.S.-Mexico border region
  - Puerto Rico
  - Areas affected by disaster
  - “Four corners” region of Arizona, Colorado, Utah and New Mexico
  - Areas in northern Michigan, Minnesota, Washington, Wisconsin and upstate New York

- To learn about the type of enumeration being used in your area, visit:
Counting Residents in Group Quarters

- The Bureau uses different enumeration methods for Group Quarters (GQ), including:
  - In-person visit by a Census taker.
  - Transfer of data file by GQ to the Census.
  - For medical and correctional facilities, a point of contact at the GQ can be trained, sworn to confidentiality, and collect responses from residents.
  - Drop Off/Pick Up of Questionnaires.
Counting People Experiencing Homelessness

- The Census Bureau will devote three specific days to counting people who are experiencing homelessness:
  - March 30, 2020: People who are in shelters.
  - March 31, 2020: People at soup kitchens and mobile food vans.
  - April 1, 2020: People in non-sheltered, outdoor locations, such as tent encampments and on the streets.
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.
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.
• Significant differences between citizens and non-citizens on plans to participate, understanding uses of the Census, comfort with the questions, and messages that resonate most.

• While 89% of Latinos say they plan to participate, 50% of citizens are “extremely likely” (39% being “somewhat likely”), but only 35% of non-citizens are “extremely likely” (50% are “somewhat likely”).

• Half of all Latinos expect that there will be a citizenship question on the Census.
Confidentiality and security are major concerns

- 83% of undocumented and 74% of citizens worry the Trump administration will use Census information against immigrants

- 77% of non-citizens worry government officials or immigration enforcement could use the Census against them or their families; 55% of citizens said the same

- Among citizens 83% were fine reporting full names and dates of birth, but only 65% of non-citizens said the same.
Mail and online are the preferred response options

Among all Latinos 39% prefer mail, 33% online, 18% in person, and 10% by phone.

Among non-citizen Latinos, 42% favored mail, as do 46% of Latinos over 40. Latinos under 40 most likely to prefer online.

Trusted Messengers are consistent

Latinos trust other Latinos and say are much more likely to participate if they receive information and/or encouragement from Latino community organizations (43%), followed by local teachers (34%), and local elected officials (30%).
Focus Groups in October and December in Atlanta, Portland, Orlando, Milwaukee, Raleigh and Phoenix

- More information needed on the Census among all groups
- Many think of the Census Bureau as “separate” from the Trump Administration
- Reminding Latinos that the Trump Administration wanted to include a citizenship question was not helpful
- English-speaking Latinos do not want a Census worker coming to their homes. Some Spanish-dominant immigrants do want a person who can help them complete the form.
- The race question was confusing for many, several left the question blank.
The ¡Hágase Contar! Census 2020 Campaign is a national effort led and developed by NALEO Educational Fund.

The campaign is focused on regions with significant Hard-To-Count (HTC) Latino communities. Nationally, the ¡Hágase 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 Census Information and Protection hotline – **877-EL-CENSO** (877-352-3676)
- Informational Website: [hagasecontar.org](http://www.hagasecontar.org)
- March 29 – Census Sunday
The ¡Házme Contar! Campaign, is a sub-campaign focused on achieving a full count of very young Latino children (ages 0-5).

The ¡Hazme Contar! campaign will include working with local and national partners, educators, school board members, childcare providers, and parent leader groups to ensure they have the tools, information, and resources needed to inform their community on the importance of counting all children in the household – including young children.

The ¡Hazme Contar! campaign will feature a number of resources, including:

- Comprehensive toolkit, sample curriculum, informational material, template presentation for educators and parents;
- Template resolutions for school boards; and
- Earned media opportunities and digital media efforts.

We look forward to working with you and local and national media partners to ensure a full count of our kids!
Fully trained bilingual staff and trusted messengers ready to answer all census related questions, including:

- Census outreach events in your community
- How and where to apply for Census jobs
- Up to date information on Census operations and CQ
- Flagging major issues and rapid response referrals
- Self response methods and non response follow up
- Basic information on questionnaire and who should be included
Train the Trainers: The *¡Hágase Contar!* Census 2020 Ambassador Training Program

**California Trainings:**
- Los Angeles County
- Inland Empire
- Central Valley
- San Diego & Imperial
- Orange County
- Monterey

**Nevada Trainings:**
- Clark County

**Arizona Trainings:**
- Maricopa County

**Colorado Trainings:**
- Pueblo
- Denver

**Utah Trainings:**
- Salt Lake City

**Missouri Trainings:**
- Springfield
- St. Louis

**Illinois Trainings:**
- Chicago

**Northeast Trainings:**
- New York
- Rhode Island
- Pennsylvania
- Washington, DC

**North Carolina Trainings:**
- Raleigh
- Charlotte

**Ohio Trainings:**
- Columbus
- Cleveland

**Texas Trainings:**
- Rio Grande Valley
- Dallas Fort Worth
- Austin
- San Antonio
- Houston
- El Paso, Laredo

**Florida Trainings:**
- Central
- South

**Tennessee Trainings:**
- Nashville

**Utah Trainings:**
- Salt Lake City

**Northeast Trainings:**
- New York
- Rhode Island
- Pennsylvania
- Washington, DC

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- Raleigh
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**Ohio Trainings:**
- Columbus
- Cleveland

**Texas Trainings:**
- Rio Grande Valley
- Dallas Fort Worth
- Austin
- San Antonio
- Houston
- El Paso, Laredo

**Florida Trainings:**
- Central
- South

**Tennessee Trainings:**
- Nashville
Ways to Get Involved

Visit hagasecontar.org/resources and download:
- ✔ Our bilingual communications toolkit
- ✔ Various factsheets, infographics, and state by state Census impact information
- ✔ Template resolutions

Visit hazmecontar.org and download:
- ✔ Factsheet on undercount of young Latino children and other useful resources

Distribute information about census jobs: https://2020census.gov/jobs

Participate in your local CCC and reach out to your Partnership Specialist.

Contact a NALEO Educational Fund Regional Census Manager for closer coordination and distribution of material and information

Join our campaign:
- ✔ Text “NALEOMEMBER” to 97779
- ✔ Text “CENSUS” to 97779
- ✔ Text “CENSO” to 97779

Partner on key dates and national days of action and print and distribute Census awareness swag and materials

Promote:
- ✔ Bilingual national hotline 877-EL CENSO
- ✔ hagasecontar.org website

Distribute accurate and up to date information on Census by:
- ✔ Participating in a training webinar
- ✔ Host or participate in a Train the Trainer series

Use our Back to School tools
ARTICLE I, SECTION 2

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Thank you.

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