

Census 2020 and the Libraries: Are You Ready?

Sarah Bushore
Partnership Specialist
US Census Bureau
August 2019

Why We Do a Census

- Article 1, Section 2 of the US Constitution

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.

- Key purpose is apportioning the 435 seats belonging to the US House of Representatives.

2016 Funding

- Total funding to all 50 states - \$883 Billion
- **Oregon's Share - \$13.5 Billion**
- Oregon's per capita estimate - \$3,200

2020 Census Goal



Our Challenge:

- By September 2020, throughout the U.S., we will count approximately 330 million people living in 140 million housing units in order to obtain a complete and accurate count.
- In Oregon, using July 2018 estimates, we expect there are 4.2 million people living in 1.8 million housing units that will need to be counted.

New Ability to Self Respond Starting March 12, 2020

- Internet
- Phone
- Paper



Or traditional in-person interview

The Process

March 12 – July 24, 2020

- Five invitations to self-report will be mailed out. The fourth invitation/mailed form will include the traditional short form that can be mailed back.
- Potentially three enumerator visits
- User ID is helpful but not required to respond

Languages

Internet Self-Response	Paper Form	Questionnaire Help	Enumerators, Mailed Items	Language Card and Guides
English Spanish Chinese (Simp.) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese	English Spanish	13 languages Plus TDD	English Spanish	59 languages Plus ASL Plus Braille Plus Large Print

Private and Confidential

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization
USC Title 13
- Life-time oath by all Census Bureau employees
- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of \$250,000



Types of Enumeration

- Self-Reporting – Individuals and families living in a Housing Unit.
- Group Enumeration – College Dorms, Senior Homes, Correctional Facilities
- Service Enumeration – Homeless Population

Hard-to-Count Populations

- Seniors
- Children younger than 5
- Renters
- Homeless
- Migrant workers
- Foreign-born/Immigrants
- Those with Internet Issues

Seniors

Those 62 or Older

817,338 20.3%

Issues:

- Physical Isolation
- Mental Health
- Feeling they don't matter
- Access or ability to use the internet

Children Under the Age of Five

231,854 5.8 %

Issues:

- Split Custody
- Children living in age restricted housing
- Byproduct of parents not responding

Renters

Renters 38.3%

Owners 61.7%

Issues:

- More Transient/Frequent Movers
- Less Community Involvement?
- Apathy?

The Homeless Count By County

■ Multnomah	4,177
■ Lane	1,529
■ Marion	1,049
■ Deschutes	701
■ Clatsop	682

Total for Oregon 13,953*

*Point in Time Data from 2017

Migrant Workers

Using OSU info from June 2018, they estimate there were 28,940 individuals working in migrant jobs in 2017.

In addition, OSU estimated an additional 25,682 family members accompany the worker.

Total Estimated Migrant Population = 54,622

Migrant Workers By County

■ Wasco	7,483
■ Marion	4,472
■ Hood River	3,273
■ Washington	2,500
■ Yamhill	2,074
■ Clackamas	2,062

All Oregon Counties 28,940*

* OSU Study from 2018, excludes family members

Foreign Born Residents

<i>Naturalized</i> Citizen	168,764	
<i>Not</i> a US Citizen	229,637	
Total Foreign Born	398,401	10%

Issues:

- Language
- Fear
- Unaware of Constitutional Requirement

Internet Issues

2020 marks the first time internet and phone options are available for self-reporting.

Issues:

- Familiarity
- Accessibility
- System Security
- Trust with information

Oregon Partnership Specialists

Purpose: Increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

Partnership Specialists are located throughout the State of Oregon.

Complete Count Committees

- Purpose is to identify, educate and enumerate the Hard-To-Count community.
- Tribal, state and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their members.
- Committee members are experts in the following areas:
 - Government
 - Media
 - Workforce development
 - Business
 - Education
 - Community Organizations
 - Faith-Based Community
 - Other, Based on Needs

Recruiting



**JOIN THE
2020 CENSUS TEAM**

D-498

APPLY ONLINE!

2020census.gov/jobs

2020 Census jobs provide:

Great pay \$13.50 - \$33.00/hr.
Flexible hours
Weekly pay
Paid training

For more information or help
applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

The U.S. Census Bureau is an Equal Opportunity Employer.

**United States
Census
2020**

Issues Facing Oregon

- Post Office Boxes
- Unaware of Requirement to Respond
- Fear of Government
- The Cost of Non-Response

How can Libraries Assist?

- Display Census Information
- Dedicated Computers for Self-reporting set to the Census website
- Signage Publicizing the Census
- Organize Census Informational Meetings
- Work with Volunteer and Community Groups to Schedule Volunteers to Help Answer Questions from the Public

**A special thank you to
Arlene Weible and the
State Library of Oregon for making
this webinar possible.**

Sarah Bushore

Partnership Specialist

U.S. Census Bureau

sarah.m.bushore@2020census.gov

(971) 409-9250