Update on the Census During COVID-19

July 17, 2020
We are a non-partisan, nonprofit that aims to improve health, social and economic conditions through nonpartisan research, policy analysis, communications and advocacy.

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Advocates for Ohio’s Future

Advocates for Ohio’s Future (AOF) is a nonpartisan coalition of over 500 Ohio organizations that promotes health and human service budget and policy solutions so that all Ohioans live better lives.

Our coalition believes in investing in our state’s most valuable resource—our people—to ensure that they are safe, healthy, and can access pathways to prosperity for themselves and their families.

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THE OHIO CENSUS ADVOCACY COALITION
MAKING SURE ALL OHIOANS COUNT

Tracy Nájera, Executive Director
Children’s Defense Fund-Ohio
What role does Ohio play in the 2020 Census?
Census 101

What is the Census?
- Nationwide Head Count.
- The Constitutionally Required Every 10 Years.

When is the Census?

How Will it Be Conducted?
- U.S. Census Bureau – Largest Peacetime Government Operation.
- More than 500,000 temporary and part-time jobs.
- Partnerships with thousands of organizations and communities
2020 Census Timeline

APRIL
Ohio Complete Count Commission Established by Executive Order: Community-based organizations; faith-based groups; education partners; local government; media; and community leaders will play a critical role in educating and motivating Ohio households to participate in the 2020 Census.

APRIL 1
Census Day

APRIL 20 - 27
A final reminder postcard will be sent before a follow-up will occur in person.

DECEMBER
Apportionment counts delivered to the President

MARCH 12-20
An invitation to respond online to the 2020 Census will be sent (some households will also receive paper questionnaires).

MARCH 26 - APRIL 3
If you haven’t responded yet, a reminder postcard will be sent.

MAY
U.S. Census field staff (called enumerators) will visit households who have not yet completed the census.

MARCH 31
Redistricting Counts delivered to the States
Why Care About the Census?

**Funding**
$33.5 Billion in Federal Funding Flows to Ohio based on Census data

**Representation**
Ohio’s local, state, and federal boundaries for representation are drawn using Census data. Congressional representation is apportioned directly using Census data.

**Decision making**
Schools, businesses, state and local governments, faith organizations, etc. all use Census data to determine how to use and allocate resources. From classroom sizes to grocery store placement, to the location of bus stops, Census data is critical.

**Being Seen**
Individuals and communities that are not counted or are undercount, for many intents and purposes, do not exist. Being counted is key to ensuring all communities are seen.
In FY 2016, Ohio received $33,529,663,507 through 55 federal programs guided by 2010 Census data.

Medicaid: $15,506,012,000
SNAP: $2,396,032,919
Highway Planning and Construction: $1,429,624,834
Low-Income Housing: $516,562,039
SCHIP: $352,648,000
Foster Care: $253,550,127
Transit Grants: $222,568,000
Business Loans: $44,707,000

Source: George Washington Institute of Public Policy: Counting for Dollars 2020
We must ensure that our democracy is responsive and that our congressional representatives understand the challenges and opportunities in Ohio.

Any undercount in our state jeopardizes the lose of one or two of our Congressional seats and Ohio's influence in Washington.
2020 Census Myth busters

Common 2020 Census Myths:

- It’s not a big deal if I’m not counted in the 2020 Census.
- The Constitution says to only count citizens.
- There is a citizenship question on the 2020 Census.
- My information can be taken by the government and used against me.
- I have to answer every question on the Census as required by law.
- It’s not our role to help people with the Census, and in fact it’s kind of icky!
Ohio’s Hard-to-Count Populations

They tried to bury us. They didn’t know we were seeds.

A fair and accurate count is fundamental to our democracy.
Ohio's Hard-to-Count Populations

For your district, visit https://www.censushardtocountmaps2020.us/

<table>
<thead>
<tr>
<th><strong>Ohio's HTC Communities</strong></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Live in HTC neighborhoods</td>
<td>1,439,142</td>
</tr>
<tr>
<td>Households with no internet access or dial up-only</td>
<td>19.3%</td>
</tr>
<tr>
<td>Population reported their races as Black</td>
<td>14%</td>
</tr>
<tr>
<td>Population is Hispanic</td>
<td>4%</td>
</tr>
<tr>
<td>Children under 5</td>
<td>6%</td>
</tr>
<tr>
<td>Population born outside the U.S.</td>
<td>4%</td>
</tr>
<tr>
<td>Population in poverty</td>
<td>15%</td>
</tr>
<tr>
<td>Population near poverty</td>
<td>18%</td>
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</tbody>
</table>
Counting Ohio’s Children

Children could be left out in the 2020 Census: Will your children count?

- The Census Bureau has been undercounting young children (under 5 years old) for decades.
- The 2010 Census missed over 2.2 million young children (4.6% of all young children in the nation).
- Young Black and Hispanic children were missed twice as often in the 2010 Census as White children.

Children’s Defense Fund–Ohio
Counting Ohio’s Children

OVER 100,000 OF OHIO’S YOUNG CHILDREN COULD GO UNCOUNTED!

Ohio has the 10th highest number of young children living in hard-to-count census tracts.

106,217 (15%) of Ohio’s young children live in hard-to-count census tracts:

- 73% of Cleveland’s young children are at risk
- 52% of Columbus’s young children are at risk
- 46% of Cincinnati’s young children are at risk
- 38% of Toledo’s young children are at risk

Children’s Defense Fund–Ohio
Counting Ohio’s Children

• Emphasize that the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.

• If the child truly spends equal amounts of time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, if possible, so the child is not counted at both homes.

• If it’s not clear where the child lives or sleeps most of the time, count them where they stayed on Census Day, April 1.

• Explain to service providers and families that responding to the census helps determine $675 billion in local funding for programs such as food stamps (also called the Supplemental Nutritional Assistance Program or SNAP), the National School Lunch Program, and the Children’s Health Insurance Program (CHIP). When children are missed in the census, these programs miss out on funding that is based on the number of children counted.
Counting Ohio’s Children

- Explain that filling out the census yourself, on your own schedule, is easier than having to respond when a census worker knocks on your door. Remind these households that the form should **only take about 10 minutes** to fill out and can be done online or over the phone, in addition to mailing it back.
- Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.

- Emphasize that parents should **include babies** on census forms, even if they are still in the hospital on April 1.
- **Encourage facilities** providing services to newborns to remind parents about the importance of counting their children on the census form.
- Highlight the fact that the census form only takes about 10 minutes to complete, and parents can **fill it out online or over the phone in addition to paper** at a time that works best for them.

The child lives in a household with **young parents or a young, single mom.**

The child is a **newborn.**
Many children at risk of not being counted
Reaching Parents of Young Children

WHAT IS THE CENSUS?

Every 10 years, the census aims to get a national headcount of every person living in the United States - including newborns and young children regardless of citizenship. This simple questionnaire asks a few basic questions - like the age, sex, and number of people who live or stay in your home - and it only takes 10 minutes to fill out online, over the phone, or on paper form. Responding to the census is safe, confidential, and incredibly important - especially for your young children.

WHY IS COUNTING YOUNG CHILDREN IMPORTANT?

In 2020, young children ages 0-4 were more likely to be missed in the census than any other age group. The 2020 Census will help determine the amount of federal funding given to communities for essential services, like public schools and food assistance. Head Start, and more. It also helps determine where that more than $800 billion go - knowing how many children are and where they live is essential to getting those services to them and their families for the next 10 years of their lives.

COUNT OHIO BABIES

21,714 CHILDREN AGES 0-5

The number of young children who were uncounted in Ohio in 2010. This represents a loss of $26,079,004 every year in funding from just 5 of the federal programs children & families need in order to thrive.

TWEET YOUR COMMITMENT TO MAKING SURE YOUR BABY IS COUNTED!

#COUNTOHBABIES www.OHICENSUS.ORG @OHICENSUS

This work is supported by the Annie E. Casey Foundation and in partnership with KIDS COUNT.
Other Hard-to-Count Populations

Everyone off campus should get in on the census.

If you live off campus, responding to the 2020 Census is an important and easy way to shape your future. The census impacts federal funding that goes toward critical programs like Pell Grants and health care services.

Students who live on campus count too, with the help of campus housing officials.

Country roads don’t build themselves

Lay the groundwork for better roads in your community by taking the census. Your response can impact funding for things like maintaining local roads, bridges, public transportation, and more each year.
Other Hard-to-Count Populations

Babies are definitely the most missed population, but there are also other child populations in Ohio who are at-risk of not being counted such as:

- Children living in kinship care arrangements
- Children living in foster care
- Children who are living in a joint-custody arrangement with their parents
What can you do to ensure a complete and accurate 2020 census?
Questions?

**RESOURCES:**

www.ohiocensus.org

National Conference of State Legislators: 2020 Census Resources and Legislation

www.censuscounts.org

U.S. Census Bureau: Hard-to-Count Maps
https://www.censushardtocountmaps2020.us/
CommSols.com/Census2020
How has the COVID-19 Pandemic Changed the 2020 Census Timeline?

Visit commsols.com/Census2020 for more census information.
Census Response Rates So Far*

National: 62.1%    Ohio: 66.6%

* Rates as of 7/14/2020, accessed 7/15/2020
Census Response Rates in the 10 Largest Cities in Ohio

- Cleveland: 47.0%
- Dayton: 49.7%
- Cincinnati: 51.7%
- Columbus: 57.8%
- Lorain: 60.6%
- Toledo: 55.9%
- Parma: 75.5%
- Akron: 60.9%
- Youngstown: 50.6%
- Canton: 56.8%

2020census.gov/en/response-rates
In many census tracts, response rates are still under 30%
Ohio Census Advocacy Coalition

**Who:** Nonpartisan network of statewide nonprofit organizations, advocacy organizations, and trusted faith, business, education, and community leaders.

**What:** Working to encourage full participation in the 2020 Census, with a focus on historically undercounted or ‘hard-to-count’ (HTC) populations.
The OCAC has received funding for GOTC efforts:

- Ideally outreach would be several million dollars, as evidenced by other states.
- State budget had $0 line item for Census 2020.
- Projected $1.7 million in needs to do a bare minimum of outreach.
- Ohio’s philanthropic community has stepped up to provide targeted investments to reach areas of highest need in the state for field and digital work for:
  - Field (canvassing, in-person contacts, events) - Cuyahoga, Franklin, and Hamilton
  - Digital (social and digital media) - Athens, Lucas, Summit, and Montgomery
OCAC Outreach Plan & Structure

● The OCAC Local Outreach Working Group and its Co-Chairs are leading outreach efforts in three regions across the state: NE, SW, and Central.

● Each of these three regions have:

  ○ A regional co-lead, who coordinates Census efforts in the region and work with OCAC to develop an outreach/field plan for their region.

  ○ A coalition of partner organizations connected to local hard-to-count communities within the region.
Targeted HTC Communities - Field:

Field:

- **Cuyahoga**: AAPI communities, kids under 5, Latinx/Hispanic communities, low-income African American families, New Americans/immigrant communities

- **Franklin**: Kids under 5, low-income African American families, New Americans/immigrant communities, young adults aged 18-24

- **Hamilton**: Low-income African American families, New Americans/immigrant communities, young adults aged 18-24
OCAC Outreach (GOTC)  
*(What Was Supposed to Happen)*

Three major strategies:

- Public education events.
- Canvassing.
- Get Out the Count events.
Shifting to digital:

- Printed materials
- Social media ads
- PPE
- Pledge-to-text + Census Ambassador Campaigns
- Digital trainings for grantees
- P2P Texting/Phonebanking
- Creative solutions (visual storytelling,
Update on the 2020 Census

Devonta Dickey
Advocacy and Engagement Coordinator
Cleveland VOTES

July 17, 2020
“Cleveland VOTES is a nonpartisan democracy building and mobilization entity that aims to strengthen civic muscle and power to ensure we have a more informed, participatory, and cohesive community.”
“Fundamentally, equitable civic engagement is about leveraging the power dynamics of a place, giving voice to those previously alienated and excluded from the civic process”

-OSU, Kirwan Institute
Areas of Concentration
What do we do?

01 VOTER MOBILIZATION GRANTOR
02 NATIONAL VOTER REGISTRATION DAY PARTNER
03 ANNUAL NONPARTISAN TRAINING
04 SUPPORT BALLOT INITIATIVES
05 2020 CENSUS (COMPLETE COUNT COMMITTEE CHAIRS) + OCAC Regional Leader
06 INCREASE VOTER/CENSUS ENGAGEMENT/CONVENER
Activating Communities to Complete the 2020 Census
Using the Data

Using Data to Make the Census Come Alive

It is important to understand where to get the appropriate data that best represents the individuals you want to support and activate. The ultimate purpose is to align the data with the appropriate call to action and most palpable issues.

Issues → Education Equity, Affordable Healthcare, Food Accessibility, Streets/Roads, Public Safety, Greenspaces

Call to Action → Complete the Census

Example → 2020 Census Infographics/Personas
Using the Data: Case Studies
Using the Data: Case Studies (½)
Using the Data: Case Studies (2/2)
Calls to Action - Ways to Plug In

1) Sign up for our newsletter at Media@Clevotes.com

2) Complete the Census 2020 Census.gov

3) Volunteer with Cleveland VOTES at www.clevotes.com

4) Volunteer with #Masks4Community at https://www.masks4community.com/volunteer
Contact us!

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Questions?

A recording of today’s webinar and the slides will be available at CommSols.com/JulyWebinarUpdateCensus