Helping the Public Complete the 2020 Census

What Front-Line Staff Need to Know

CATHERINE SAVAGE, VERNON AREA PUBLIC LIBRARY

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Why is this the library's job?

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Children rely on the Census

- Title I and other grants to local schools
- National School Lunch Program
- Special Education grants
- Head Start
- Pell grants and student loans

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Businesses rely on the Census

- Roads, water, and other infrastructure
- Job training and unemployment insurance
- Community Development grants
- Federal procurement programs

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Older adults rely on the Census

- Medicare
- Medicaid
- Health Care Centers
- Social Services

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“My community isn’t Hard To Count”

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Your community's future is tied to the state's future

- An undercount affects us all
- Less representation
- Less funding
- Inaccurate data

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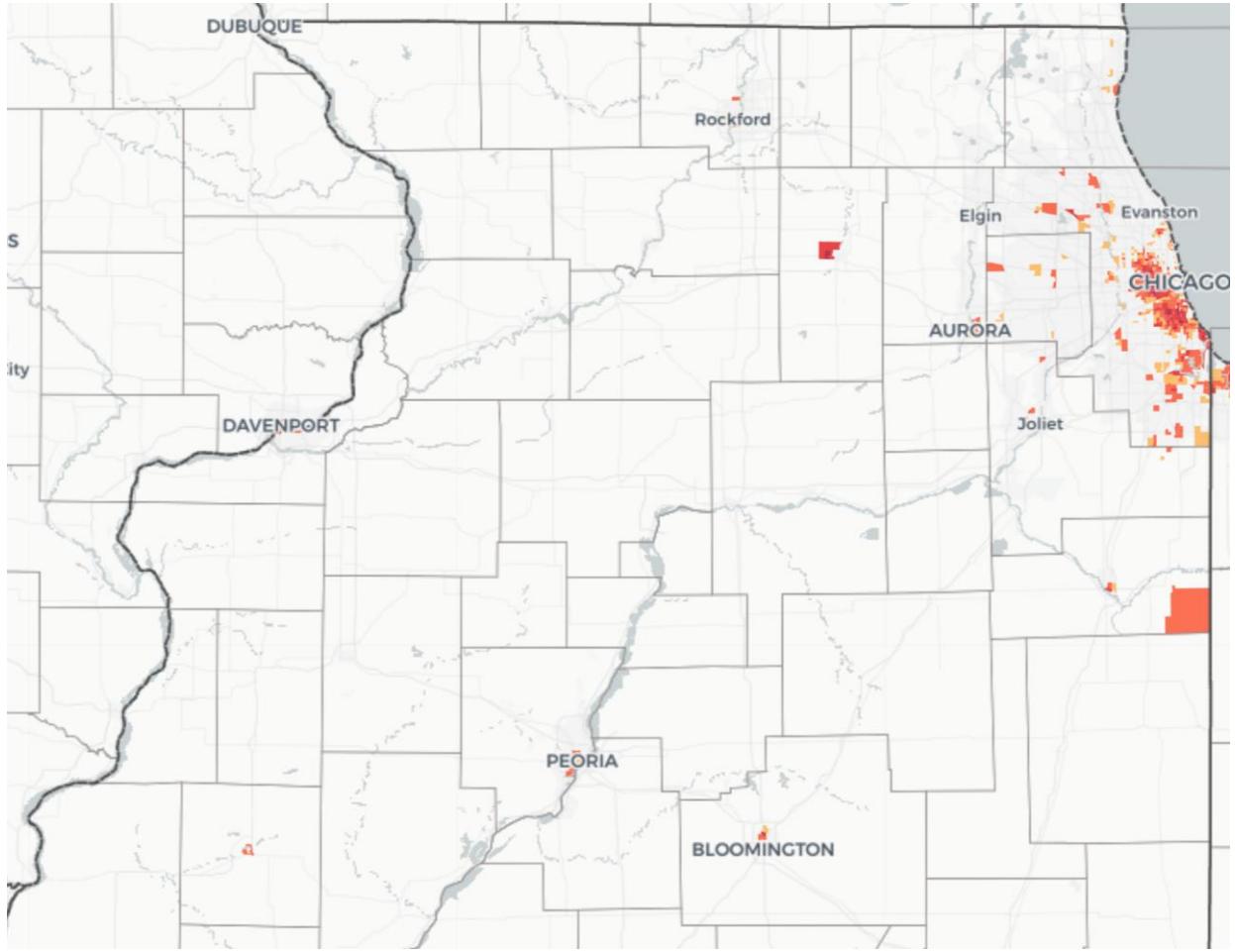
HTC maps only mark below average

- 74% nationally
- 76% in Illinois
- “Not-red” doesn’t mean “no room for improvement”



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Ideas for outreach in an ‘Easy To Count’ community

- Have you covered your Hard To Count folks?
  - Under 5
  - Older adults
  - Non-English speaking
  - Renters, multifamily housing
  - New residents

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Ideas for outreach in an ‘Easy To Count’ community

- Folks from outside your area who **work** in or **do business** in your community
  - Waiting room slideshows at the doctor or the DMV
  - Roadside banners
  - Encourage local businesses to talk about it with their employees
- Turn your residents into **Census Ambassadors**
  - Social media messaging opportunities
  - Postcard campaign

Ideas for outreach in an ‘Easy To Count’ community

- Help a neighboring community

In-person enumeration is a service

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A home visit is useful for

- Complicated situations
- Issues with access
- Special needs

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The good stuff

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IT resources for your Census kiosks

- Questions and Answers for Stakeholders Supporting the 2020 Census (Census.gov)

- Digital Equity Lab's Preparing for the First Decennial Census
  - Checklist of IT stuff: browser, network, device & physical security

Resources for messaging: Children Under 5

- Count All Kids specific strategies for counting young children
  - People overlook them because “they are just children”
  - Complicated households
  - “You can fill it out on your own time and it only takes 10 minutes”
  - Privacy guarantee
  - Schools will get more funding
  - Only happens every 10 years, so if you miss your 2-year-old, they’ll be 12 before you can fix it

Resources for messaging: Business Outreach

- ReadyNation Business Toolkit
  - Examples
  - State-specific info
  - Posters, flyers and graphics
  - Email and Newsletter templates to engage employees

Resources for messaging: Other

- Forefront's Illlinois Count Me In 2020 campaign ILCountMeIn2020.org
- NALEO Hágase Contar HagaseContar.org
  - Resources page captures best Hispanic outreach from all agencies
  - Sub-campaign: Házme Contar for Hispanic children 0-5
- Asian Americans Advancing Justice CountUsIn2020.org
  - Factsheets in AANHPI languages not covered by the Census Bureau

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Library-specific

- American Library Association Libraries' Guide to the 2020 Census ALA.org/census
- RAILS Census 2020 - RAILSlibraries.info
  - Census 2020 listserv: log in to L2, Members > Email lists
  - RAILS Libraries Census Working Group on LinkedIn

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