2020 CENSUS OPERATIONS

PART 9: MONITORING THE COUNT IN REAL TIME PART II

Census Counts Campaign

- Collaborative campaign with national partners
- Community based organizations in 50 states and DC
- Resources and information sharing at censuscounts.com

Resource Library

Filter by Topic

- ☐ Census Operations
- ☐ Confidentiality
- ☐ Digital Organizing
- ☐ Field Organizing

See 5 more >

Filter by Product Type

- ☐ Brochures and Posters
- ☐ Factsheet
- ☐ Pledge Cards
- ☐ Reports and Tables

See 3 more >

Filter by Community

WHAT'S AT STAKE

2020 Census Arab American Toolkit

Download the 2020 Census Arab American Toolkit to learn more on how you can play a part in ensuring Arab Americans around the country know what the Census is, why it matters, and how we all can make sure we, our families and our communities are counted fairly and accurately in 2020.

Learn more >

WHAT'S AT STAKE

The 2020 Census and Adult Education in Florida Presentation

The National Coalition for Literacy's Adult Education Presentation is a tool for adults specifically in Florida to learn about the 2020 Census and to further encourage their community to be counted.

Learn more >

WHAT'S AT STAKE

FUNDERS CENSUS INITIATIVE (FCI)

A working group of the Funders' Committee for Civic Participation that supports strategy development, learning, and planning by funders.

Get support, stay informed

Connect with others

Webinars, in-person presentations

Access to Census Funders Resources

FCCP

SPEAKERS:

Moderator: Meredith Higashi, Philanthropy Northwest

Presenters:

- Terri Ann Lowenthal, Consultant, Funders Census Initiative
- Steven Romalewski, CUNY Mapping Service at the Center for Urban Research at The Graduate Center / CUNY
- Elena Langworthy, State Voices

TRACKING THE COUNT

AN OVERVIEW

SELF-RESPONSE RATES: *WHAT THEY MEAN ... PART I*

In "real time":

Percent of *all housing units* on the Census Bureau's address list for a given geographic area that responded to the census on-line, by phone (Census Questionnaire Assistance), or using a paper questionnaire, by ~April 30, 2020

*Denominator: **All housing units** — occupied, vacant, or possibly nonexistent (e.g. not residential or not habitable)*

Lag time: **Non-ID responses must be verified first; mail responses take longer to "check-in"**

SELF-RESPONSE RATES: *WHAT THEY MEAN … PART II*

Down the road:

Percent of *households (i.e. occupied housing units)* on the Census Bureau's address list for a given geographic area that responded to the census on-line, by phone (Census Questionnaire Assistance), or using a paper questionnaire, by July 31, 2020

Denominator: **All households**

Includes: **Verified & unduplicated non-ID responses**

Best measure of public cooperation in 1st major operation

SELF-RESPONSE RATES:
THE UNIVERSE ...

☑ **Residential housing units**

- Mail-out areas
- Update/Leave areas, including American Indian reservations & tribal lands in this operation

☒ **Group Quarters**

☒ **Transitory locations (e.g. hotels; RV parks; marinas)**

☒ **Service-based Enumeration (people experiencing homelessness)**

☒ **Military installations & vessels**

☒ **Update/Enumerate Operation areas; Remote Alaska**

SELF-RESPONSE RATES:
WHAT THEY DON'T MEAN …

☒ ***Do not represent* percent of people who responded or were counted**

☒ ***Do not* tell us how accurate the census is**

- People can be missed in households that were counted.

- Accuracy of address list not yet known.

- Lower self-response rates can indicate a greater likelihood that people will be missed in the end.

COMPLETING THE COUNT:
NON RESPONSE FOLLOW-UP

Completion rates: **Percent of all housing units within a geographic area that have been enumerated or resolved (e.g. vacant; nonexistent), until the Census Bureau has enumerated 100% of known housing units.**

- **Starting point:** Self-response rate
- Includes housing units "discovered" during NRFU
- Includes late self-responding households
- **"Completion" methods:** In-person interview; proxy interview; administrative records enumeration; statistical methods (e.g. imputation)

Thank you!

#I♥TheCensus

Terri Ann Lowenthal

Funders Census Initiative 2020

MAPPING HARD TO COUNT COMMUNITIES WITH HTC 2020 FOR A FAIR AND ACCURATE CENSUS

Steven Romalewski

Center for Urban Research at the Graduate Center, City University of New York (CUNY)

Funders Census Initiative/Census Counts

2020 Census Operations Series Part 9: Monitoring the Count in Real Time Part II

February 12, 2020

What I will cover:

- Data from the Census Bureau in February & March thru April

- Laying the groundwork for 2020: a look back at self-response rates in 2010 (and 2000)

- Weekly analysis of the 2020 self-response rates

- Time permitting, some recent **HTC 2020** map updates

13

Self-response data available in Spring 2020

- The Census Bureau will publish:
  - ➢ **day-to-day self-response rates;**
    - o combined internet, paper, and phone

  - ➢ **separate rates just for internet self-response**; and

  - ➢ **comparable 2010 rate ("goal post" for 2020).**
    - o Available from Census Bureau in late February
    - o We've calculated this already (see upcoming slides)

Self-response data available in Spring 2020

- Published daily by the Bureau (**starting March 20**) via:

  ➢ Census Bureau API

  ➢ Downloadable file from Census Bureau

  ➢ Online "Response Rates Map" from Census Bureau

  ➢ CUNY map (www.censushardtocountmaps2020.us)

- *API?* "Application Programming Interface"
  ➢ Sign up here:
     https://api.census.gov/data/key_signup.html
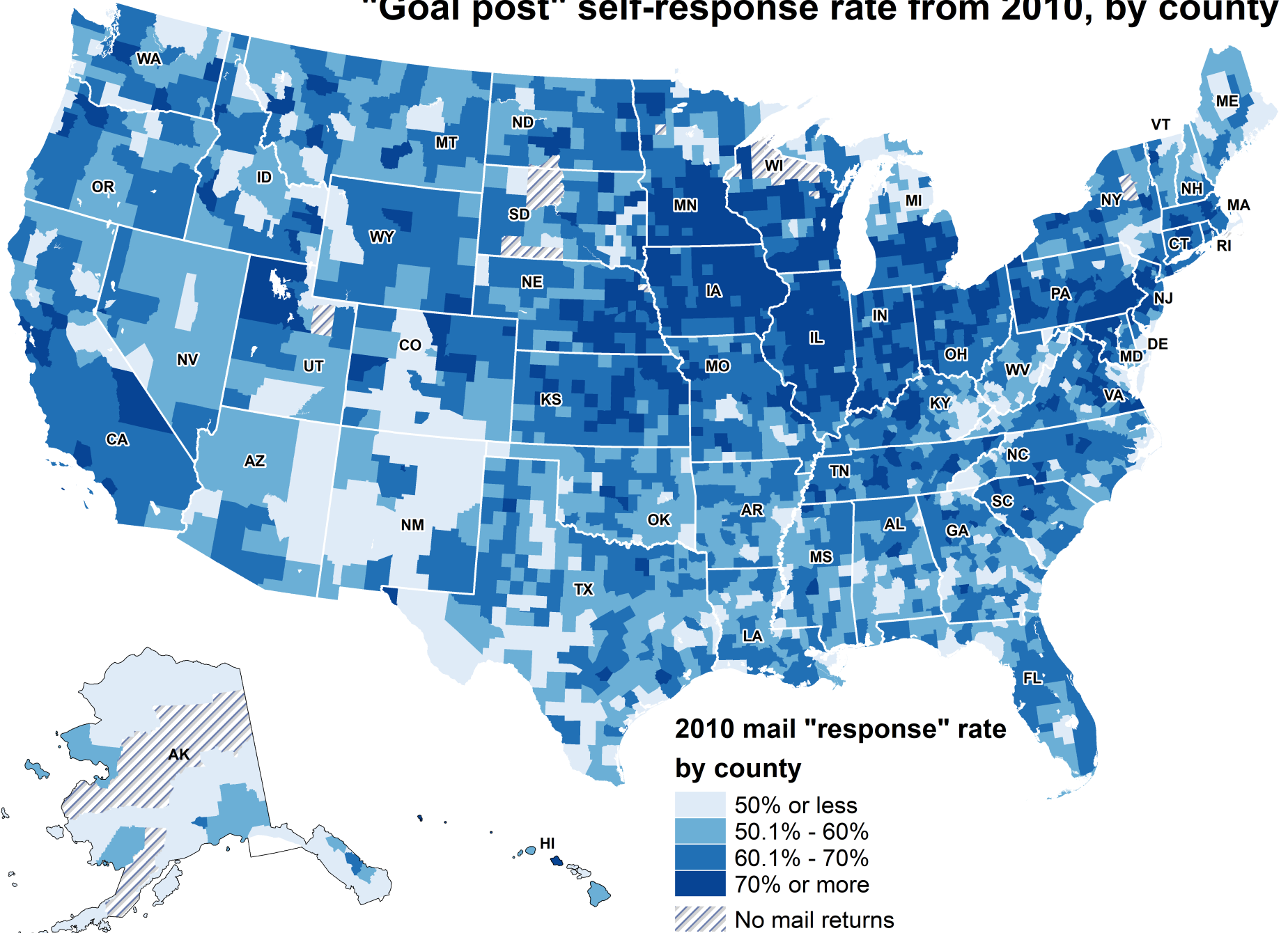
Self-response rates for these areas:

1. National (includes 50 states and District of Columbia only)
2. State (50 states, District of Columbia, and Puerto Rico)
3. County
4. Census Tract
5. County Subdivision
6. Tribal Census Tract
7. Indian Reservation (including Off Reservation Trust Land)
8. Consolidated Cities
9. Incorporated Places
10. Congressional Districts
11. Region (West, Midwest, South, and Northeast)

Importantly, **the Bureau doesn't plan to publish rates for**:
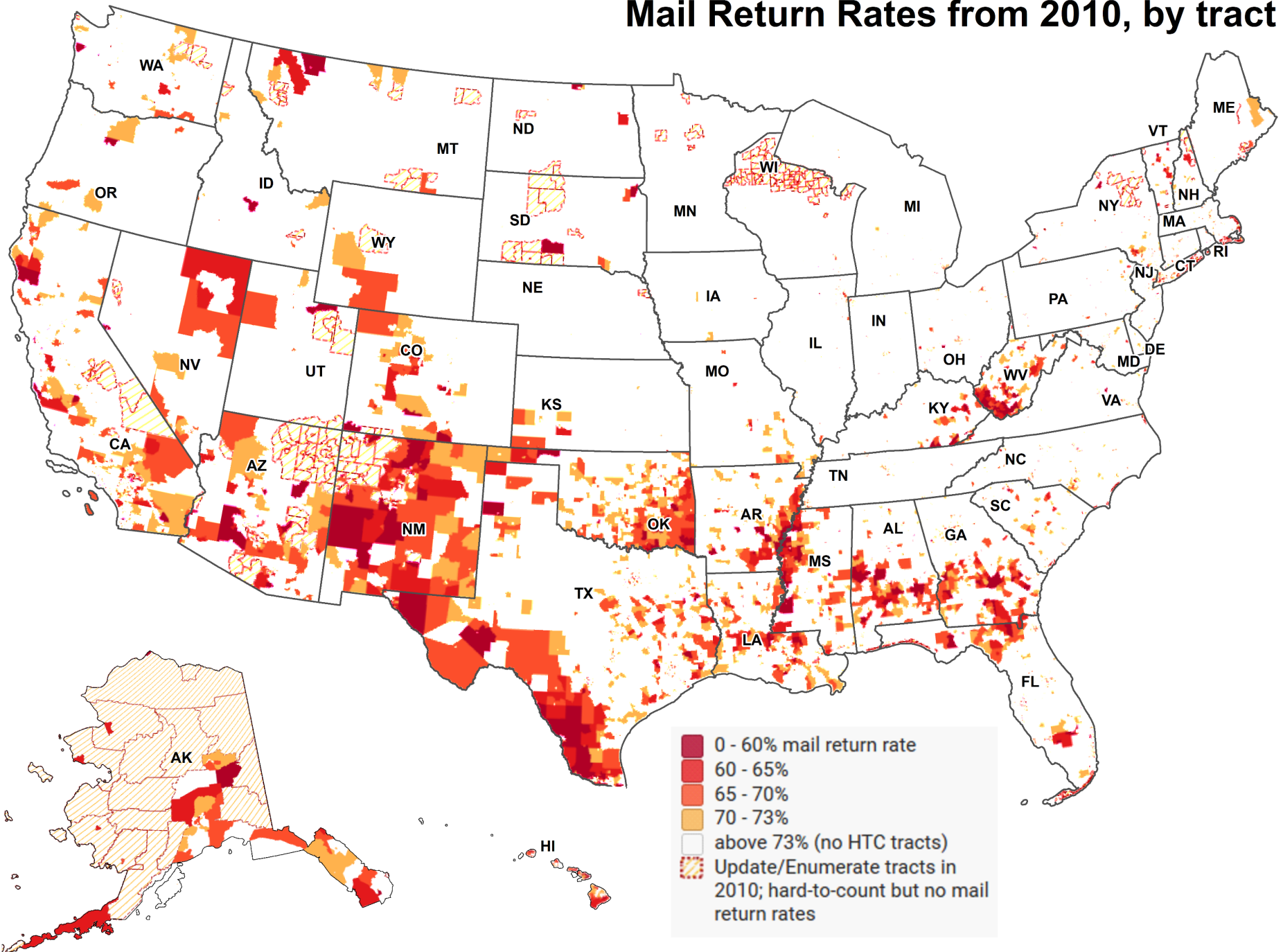- areas smaller than census tracts
- state legislative districts
- unincorporated places/villages

What did 2010 look like, and how did communities do compared with 2000?

"Goal post" self-response rate from 2010, by county

2010 mail "response" rate by county

- 50% or less
- 50.1% - 60%
- 60.1% - 70%
- 70% or more
- No mail returns

Mail Return Rates from 2010, by tract

Legend:
- 0 – 60% mail return rate
- 60 – 65%
- 65 – 70%
- 70 – 73%
- above 73% (no HTC tracts)
- Update/Enumerate tracts in 2010; hard-to-count but no mail return rates

Change in self-response rates, 2000 to 2010, by county

Change in mail
"response" rates
2000 to 2010, by county

- DECREASE of 5% or more
- Decrease b/w 1 - 5%
- No change (+/- 1%)
- Increase b/w 1 - 5%
- INCREASE of 5% or more

No data either year
or county changed
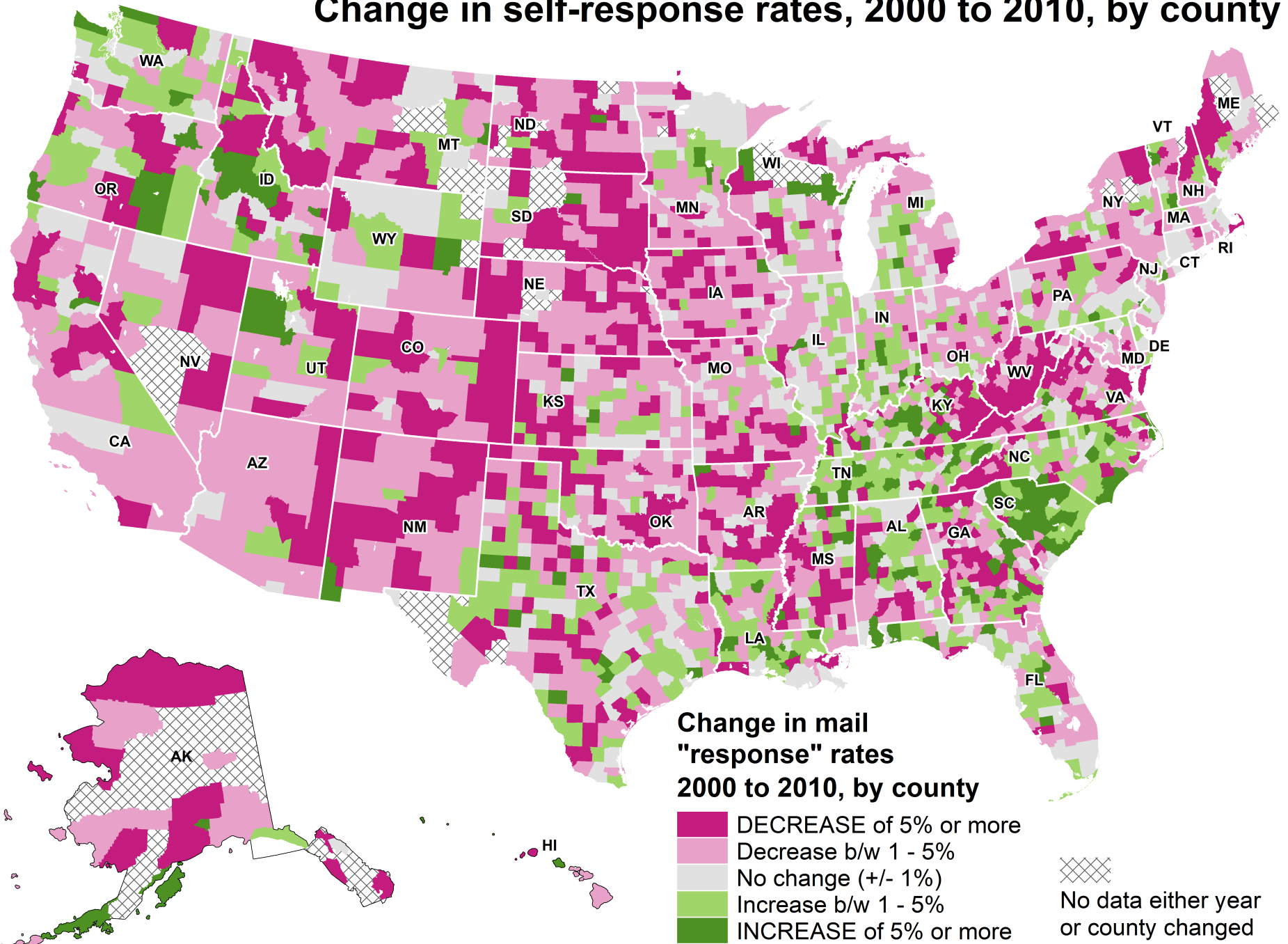
Big-picture self-response *trends* from 2010 (next slide)

Important caveats:

- ➢ No online response option in 2010

- ➢ No staggered mailing "waves" in 2010

- ➢ Only 2 mailings in 2010 (vs up to 5 in 2020)

- ➢ Data for the line graph in next slide are slightly different from what the Bureau will publish in February & March-thru-April
  - ❖ **2010 "participation" rates** (denominator omits "undeliverable" addresses)
  - ❖ **2020 "self-response" rates** (denominator includes all housing units: occupied, vacant, undeliverable, etc)

State-by-state "mail participation rate" trends from 2010

(**2020 "self-response" rates** will tend to be **lower** than in this chart)
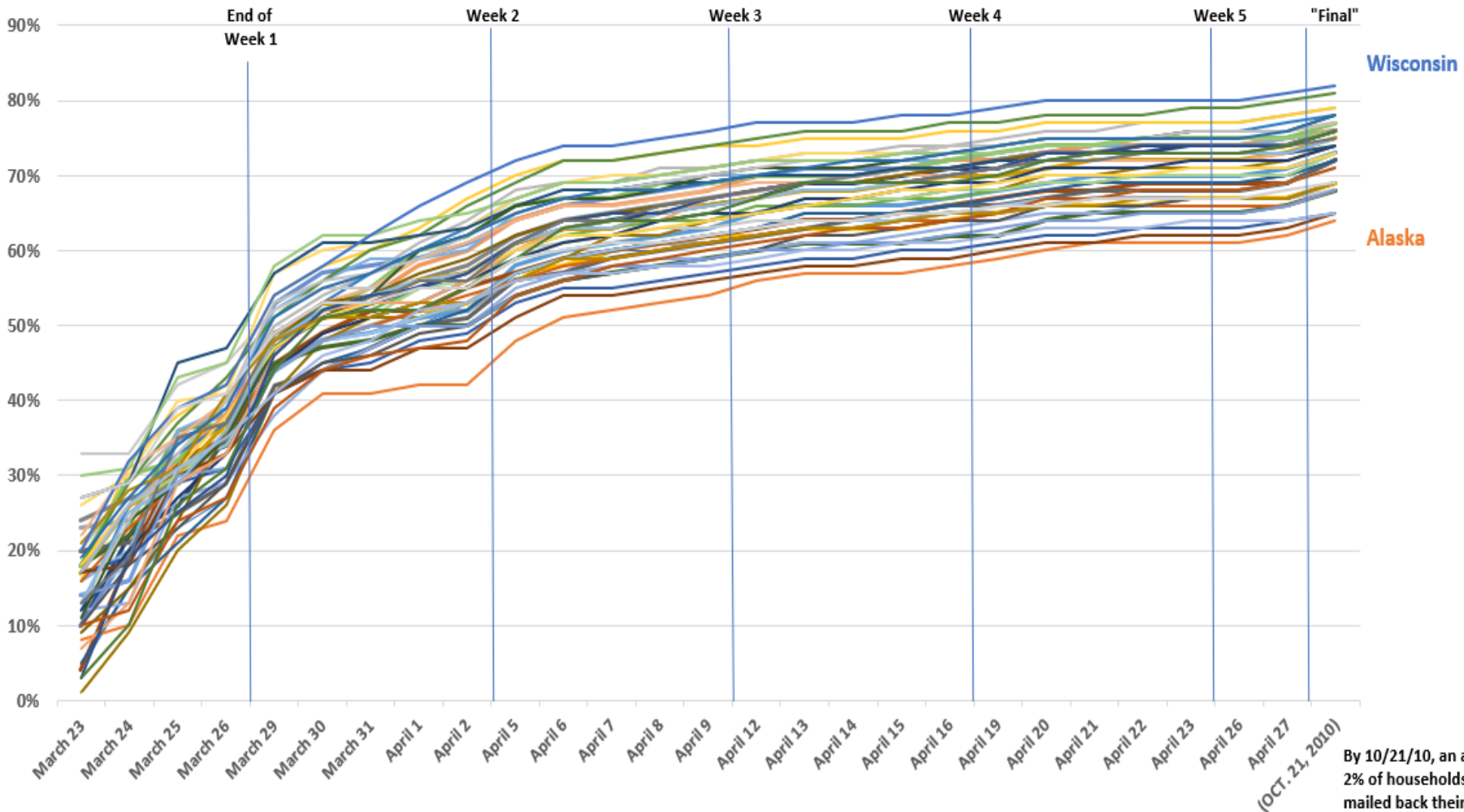
General observations…

- ➢ First week: self-response was low across all states

- ➢ Big jump in rates in Week 2

- ➢ Rates tend to plateau after that, with modest but steady increases between Weeks 3 and 5

- ➢ In 2020, will these trends be different due to:
    - ❖ Staggered mailing waves?
    - ❖ Internet self-response?
    - ❖ Lag in validating non-ID online response?
    - ❖ Possible impact of presidential primary schedule?

23

Remember …
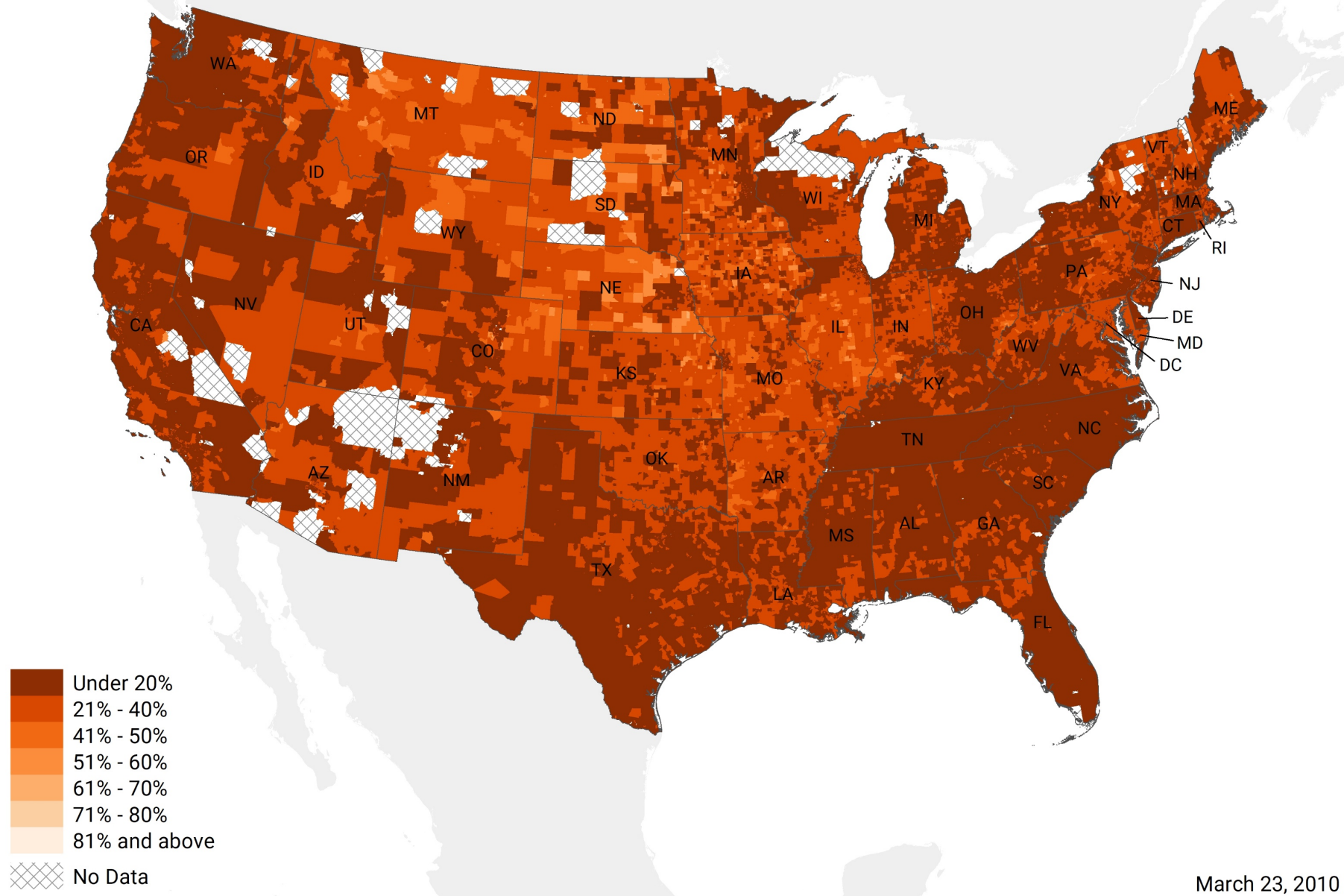
Self-response rates don't show anything about the undercount, or what share of the population was counted.

They show **self-response**: the *share of housing units* that filled out the 2020 census questionnaire on their own.

Importantly, at the end of the self-response operation, the rates will show where Census Bureau enumerators will be counting households in-person starting in May.

First day of 2010 "mail participation" rates

Legend:
- Under 20%
- 21% - 40%
- 41% - 50%
- 51% - 60%
- 61% - 70%
- 71% - 80%
- 81% and above
- No Data

March 23, 2010

2010 "mail participation" rates at start of Week 2

Legend:
- Under 20%
- 21% - 40%
- 41% - 50%
- 51% - 60%
- 61% - 70%
- 71% - 80%
- 81% and above
- No Data

March 29, 2010
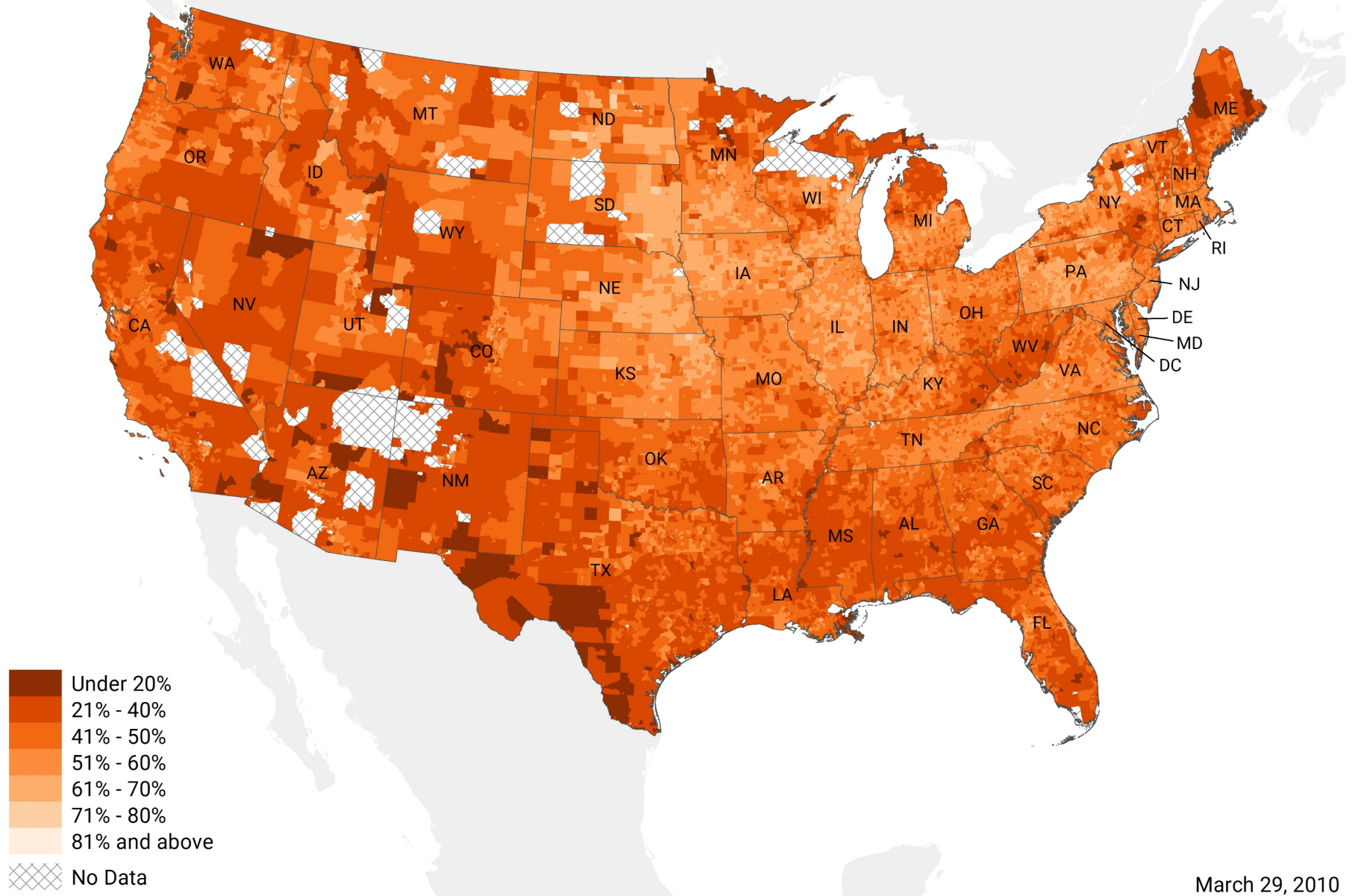
2010 "mail participation" rates at end of self-response

Legend:
- Under 20%
- 21% - 40%
- 41% - 50%
- 51% - 60%
- 61% - 70%
- 71% - 80%
- 81% and above
- No Data

April 27, 2010
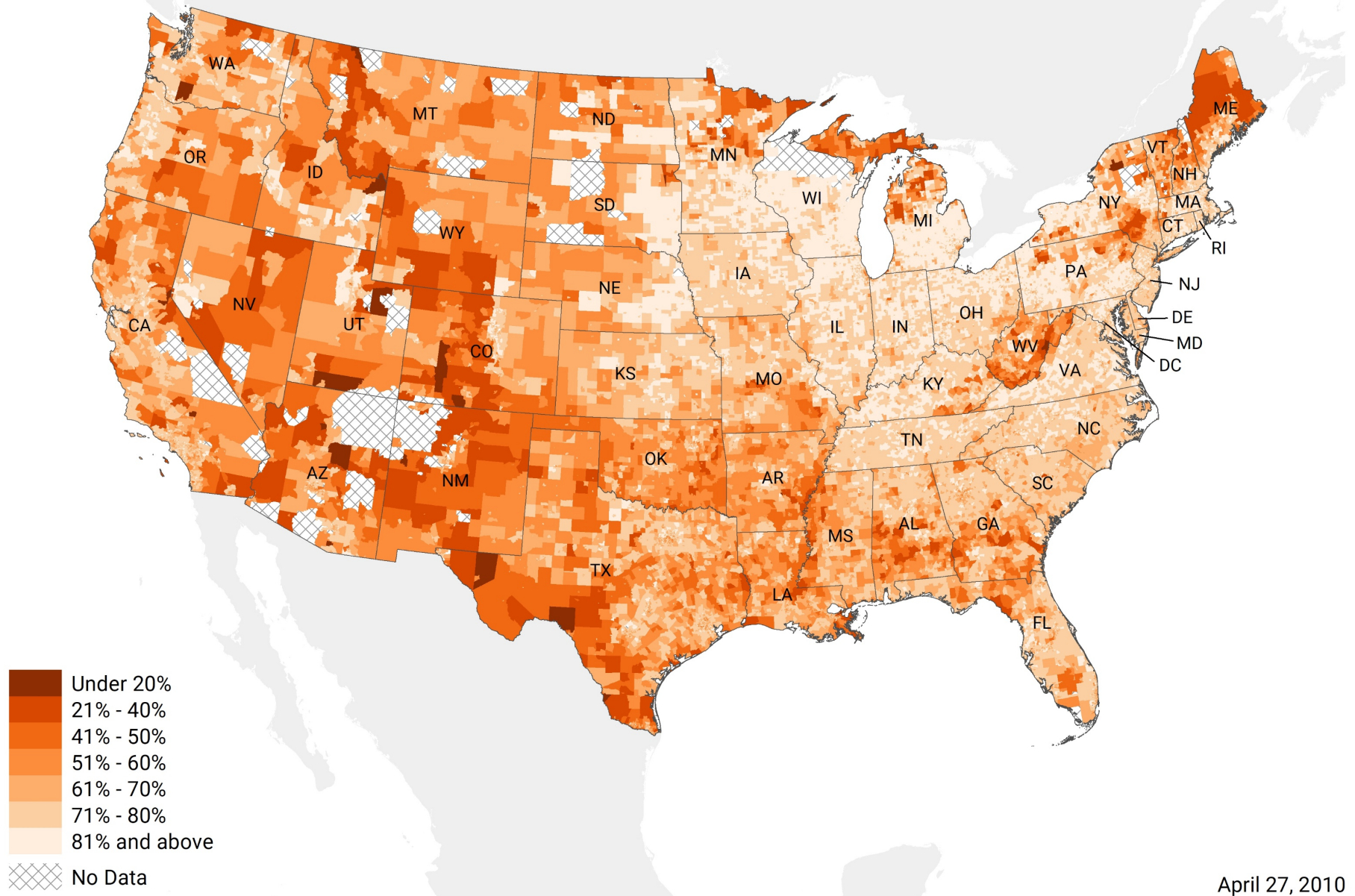
Weekly analysis of 2020 self-response rates

➢ Overall trends

➢ Comparative analysis
  ❖ Urban vs rural areas
  ❖ Patterns by race/ethnicity (rates for tracts that are predominantly Black, Hispanic, Asian, American Indian)
  ❖ Internet access; householders age 65+
  ❖ Tracts that received different types of mailings

➢ Nationwide, state-by-state, and highlighting interesting city/county areas
  ❖ For rates in specific cities/counties, use the HTC map.

➢ We invite your feedback: what's missing?

Recent updates to HTC map

➢ Advanced tract search

➢ Undercount risk for young children with Population Reference Bureau / Bill O'Hare

❖ www.prb.org/new-strategies-to-reduce-undercount-of-young-children-in-2020-census/

Advanced search

HTC 2020   ⧉ Share map   🖶 Print   More Info ▾   🔍 SEARCH BY: **ADDRESS/LOCALE ▾**   enter address/locale   ▼ ADVANCED ▴
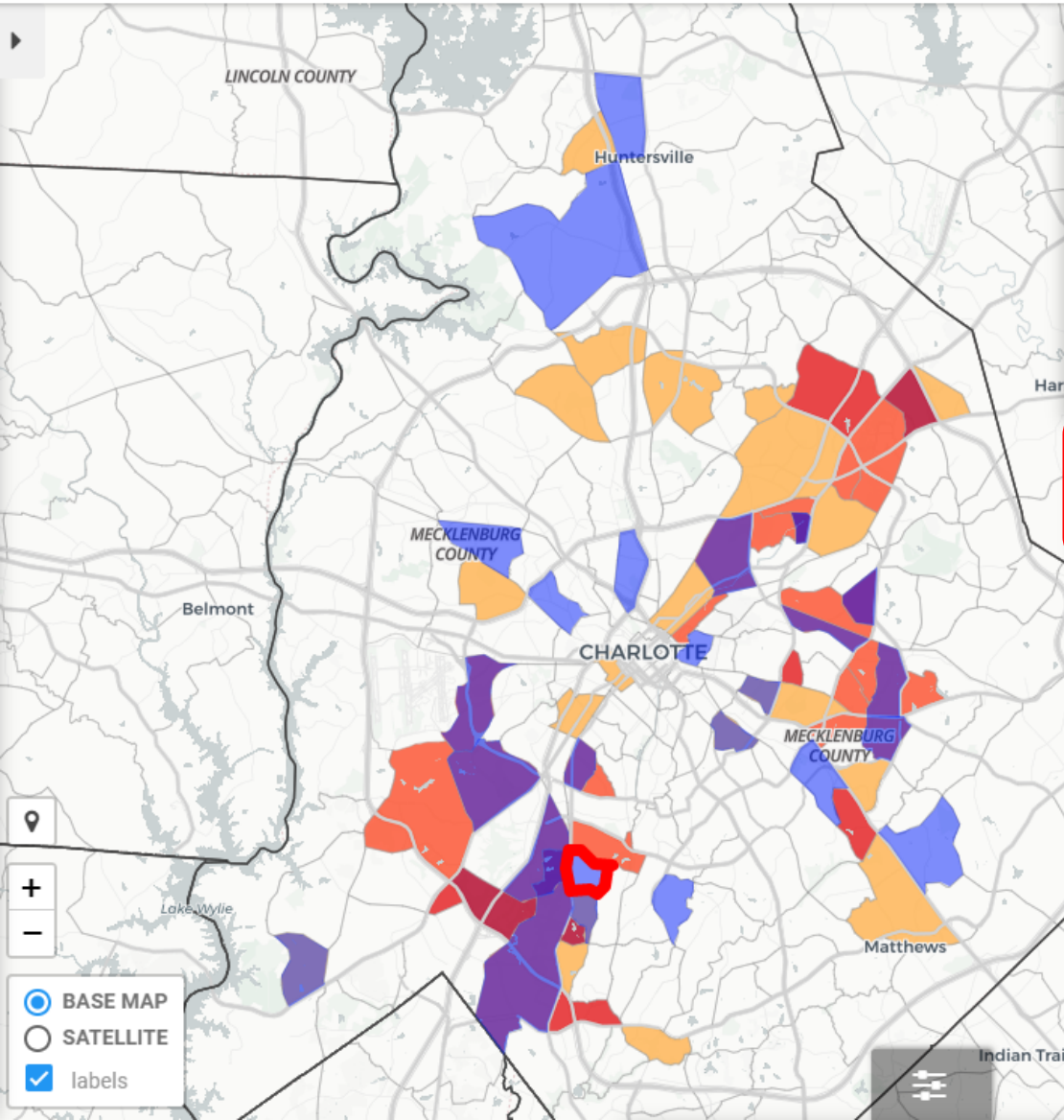
Search for tracts in counties: HIDE ▴

Mecklenburg County, North

that meet the following criteria from the 2014-2018 American Community Survey
(except criteria with a * , these are from the 2013-17 ACS):

| % of ▾ | Kids under 5 share of total population ▾ | greater than >▾ | 10 |

ADD FILTER +

SUBMIT   **CLEAR ALL**

☑ 26 selected tracts (check box to highlight on map ■)

Tract IDs (click/tap each one to zoom to the tract on the map):

8, 15.07, 16.08, 17.01, 19.1, 19.12, 19.14, 23, 30.06, 31.06, 31.08, 32.01,
38.05, 38.07, 38.08, 39.03, 42, 43.04, 48, 53.01, 53.08, 57.17, 58.24, 59.1,
62.15, 63.03

■ 60 - 65%
■ 65 - 70%
■ 70 - 73%
☐ above 73% (no HTC tracts)
▨ Update/Enumerate tracts in
   2010; hard-to-count but no mail
   return rates

(OFF) 2020 Census Initial
      Contact

(OFF) Undercount Risk for
      Young Children

(OFF) Libraries

■ Selected tracts in
   Mecklenburg County

MORE MAP FEATURES ▾

Leaflet | Powered by Esri | Map tiles by © OpenStreetMap © CARTO

BASE MAP
SATELLITE
☑ labels

LINCOLN COUNTY
Huntersville
MECKLENBURG COUNTY
Belmont
Lake Wylie
CHARLOTTE
MECKLENBURG COUNTY
Matthews
Indian Trail

HTC 2020   ⊡ **Share map**   🖨 Print   More Info ▾   Q SEARCH BY: **COUNTY ▾** Cook County, Illinois   ▼ ADVANCED▾

TRACT   ST./CO.   CONGRESS   STATE LEG.   ◄

The Census Bureau will invite households across Cook County to participate in the 2020 Census by:

- **Mailing a letter to 100.0%** of the county's housing units, beginning March 2020.

Click/tap below 🔽 for more info on factors affecting Cook County's participation in the 2020 Census:

CENSUS DETAILS FOR COOK COUNTY ▾

Risk of Undercounting Young Children

40% of children under age 5 in Cook County live in census tracts with a very high risk of undercounting young children, according to a Population Reference Bureau (PRB) analysis of factors associated with 2010 Census net undercount rates for young children.

Zoom to census tracts in Cook County to see the risk of undercounting young children in different neighborhoods.

Make sure to click TRACT **at the top of this panel before you click a tract on the map.**

(State FIPS code: **17** | County FIPS code: **031**)

OFF   2020 Census Initial Contact ✕

ON   Undercount Risk for Young Children

☐ Data Not Available
☐ Lower Risk
☐ High Risk
☐ Very High Risk

OFF   Libraries

MORE MAP FEATURES ▾

● BASE MAP
○ SATELLITE
☑ labels

Leaflet | Powered by Esri | Map tiles by © OpenStreetMap © CARTO

31

CONTACT FOR QUESTIONS, ADDITIONAL INFORMATION:

www.CensusHardtoCountMaps2020.us

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STATE VOICES TRAINING

**Using VAN for Census Outreach: Targeting Basics**

ELENA LANGWORTHY
FEBRUARY 12, 2020

STATE VOICES APPROACH

- Our network will use the CUNY HTC map in tandem with VAN
- CUNY map helps to narrow census tract targets
- VAN allows organizations to find household addresses, phone numbers, and email

Let's be amazing together

34

STATE**VOICES**

FINDING CENSUS TRACTS

- **Tract 38.08 in Mecklenburg County, NC**
- **58.6% self-response rate in 2010**
- **32% of tract may have no internet or dial-up**
- **70% are Latinx, 47% have limited English proficiency**

35

STATEVOICES
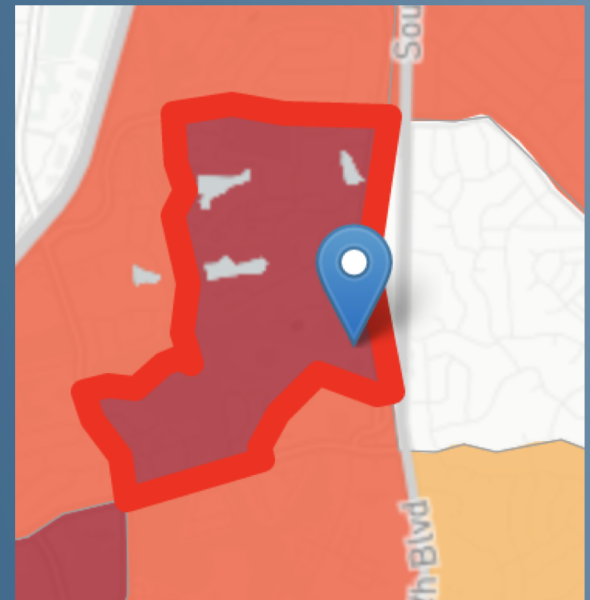
ACCESSING MELISSA DATA IN VAN

New Checkbox that says "New Address"

STATEVOICES

LOCATING CENSUS TRACTS IN VAN

- **Before including New Addresses and Unregistered addresses**

1,021	417	455	729
People	Home Phones	Preferred Phones	Doors

- **After including all address data**

2,468	487	542	1,461
People	Home Phones	Preferred Phones	Doors

STATE**VOICES**

LOCATING CENSUS TRACTS IN VAN

- **Step 1: Find the County**
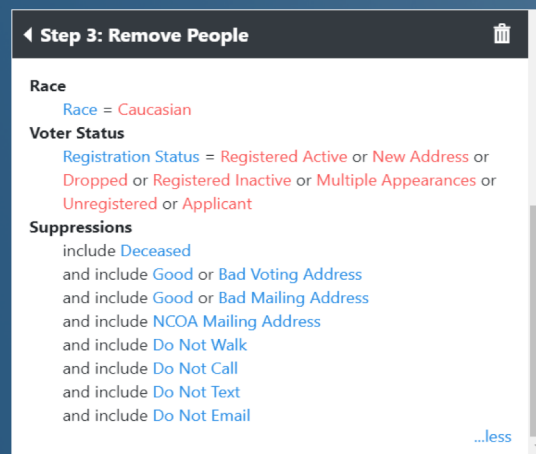
- **Step 2: Find the Census Tract**

STATE**VOICES**

CREATING LISTS IN VAN FOR CENSUS

SV recommendation: Pull your Census target list and have your final step be a "Remove People";

Race: Caucasian

STATEVOICES

CREATING LISTS IN VAN FOR CENSUS

- **Organizations can now create lists for Census programs using various data sources. They include but are not limited to:**
    a. Registered voter data
    b. Consumer data
    c. Melissa Data
    d. Census Data - Tract, Low Response Score
    e. HTC Targets

Note: MelissaData doesn't have any score data appended to it.

STATEVOICES

ACCESS TO VAN FOR GOTC WORK

State Voices is able to offer VAN access!

- One year subscription available with support from funders

- Organizations can keep VAN access post-2020 ($750)

- National support and trainings through TFA

- To learn more, please email accesstfa@statevoices.org

STATE**VOICES**

PARTNER CENSUS TRAINING

State Voices suggests that new VAN users complete a 3-step training process:

- **Data and Compliance is required for all VAN users and is available via recorded video and quiz**

- **VAN 101 is available via recorded video and quiz**

- **State Voices also offers live trainings on using VAN for Census programs, which will include creating lists with the new address data.**

STATE**VOICES**

Elena Langworthy

elena@statevoices.org

accesstfa@statevoices.org

Thank you!

STATEVOICES

QUESTIONS AND ANSWERS

Ask me anything!

44

STATE**VOICES**