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
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
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 online, 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
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?
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)

By 10/21/10, an additional 2% of households had mailed back their forms.
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?
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
2010 “mail participation” rates at start of Week 2
2010 “mail participation” rates at end of self-response
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
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:

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)
CONTACT FOR QUESTIONS, ADDITIONAL INFORMATION:


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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
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
ACCESSING MELISSA DATA IN VAN

New Checkbox that says “New Address”
LOCATING CENSUS TRACTS IN VAN

- Before including New Addresses and Unregistered addresses
  - 1,021 People
  - 417 Home Phones
  - 455 Preferred Phones
  - 729 Doors

- After including all address data
  - 2,468 People
  - 487 Home Phones
  - 542 Preferred Phones
  - 1,461 Doors
LOCATING CENSUS TRACTS IN VAN

- Step 1: Find the County

- Step 2: Find the Census Tract
SV recommendation: Pull your Census target list and have your final step be a “Remove People”; Race: Caucasian
Organizations can now create lists for Census programs using various data sources. They include but are not limited to:

- Registered voter data
- Consumer data
- Melissa Data
- Census Data - Tract, Low Response Score
- HTC Targets

*Note: MelissaData doesn’t have any score data appended to it.
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 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.
Thank you!

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QUESTIONS AND ANSWERS

Ask me anything!