

# 2020 Census:



# Long Island's Campaign for a Complete Count ✓



# Overview

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- ✓ Subcommittee Overview
- ✓ Subcommittee Messaging Sections
- ✓ Conclusion

# What is the 2020 Census?

Once every ten years, the United States Census Bureau administers a national enumeration of all persons currently living in the United States.

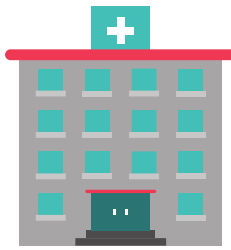
- The Census is mandated by the Constitution.
- The Census asks 10\* questions including basic personal information about every household in the nation.

\*pending the Supreme Court Decision on the Citizenship Question



# Why does the Census matter?

- The Census affects funding levels for:



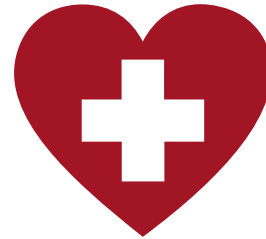
*Hospitals,*



*Schools,*



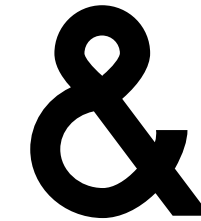
*Roads,*



*Health Insurance,*



*Public Programs,  
(Like WIC & SNAP)*



*so much more.*

- Businesses use Census data to determine the location of new storefronts and housing developments. **The Census affects the health and vitality of our hometowns.**
- Census data shows the size and distribution of our population, which determines the number of representatives in Congress and seats in the Electoral College. **The Census affects our political voice.**



# So how does the Census work?

**In 2020, everyone will have three options for self-responding to the Census:**

✓ **Online**

✓ **By Phone**

✓ **By Mail**

In March 2020, the Bureau will begin mailing invitations to households to visit an online site to complete the Census. 20% of households will receive a paper mailer first.

Households can visit the online website to complete the Census, or wait for the bureau to send a mailer, or dial in to speak with someone in one of thirteen languages.

Libraries and other community sites will offer assistance. The Long Island Complete Count Committees will supply a list of locations where people can go to for Census assistance.

**Starting in May 2020, the Census Bureau will send enumerators to the households that have not yet responded to the questionnaire to complete the Census in person.**



# What will the Census ask?

1. What is your name?
2. What is your age?
3. Are you of Hispanic, Latino or Spanish origin?
4. What is your race?
5. What is your relationship to the other people living in your household?
6. What is your gender?
7. Do you own or rent your residence?
8. How many people live in your residence as of April 1, 2020?
9. What is your telephone number?
10. Were there any additional people staying here on April 1, 2020?
11. Are you a U.S. citizen?\*



*\*pending Supreme Court decision on the citizenship question*

# What are the challenges to achieving a Complete Count?

- 1. Fear and distrust of government, particularly in immigrant communities.** The proposed citizenship question, has sown fear in our immigrant communities.
- 2. The digital divide.** We will need to provide education to help people avoid scams and access to ensure that all Long Islanders can easily complete the form.
- 3. The affordable housing crisis on Long Island.** We must inform landlords and tenants that their information will not be shared with towns and villages to encourage tenants to respond to the Census.
- 4. A severe shortage of funding for community outreach** to ensure that our communities are aware of the Census, informed about its impacts, assured of their security, and motivated to complete the survey in 2020.



# Long Island's Campaign for a Complete Count

The Nassau County and Suffolk County Complete Count Committees are coordinating a region-wide action plan to:

- Educate our communities as to the importance of the Census.
- Provide detailed and up to date information about Census process and procedure.
- Coordinate the exchange of best practices across the Island.
- Advocate for resources to equip local leaders and communities with the materials they need to ensure all residents complete the Census.



# Complete Count Timeline

1. Strategic Early Education Phase (January 2019- December 2019): Basic understanding of census and building trust with key audiences. Workforce recruitment.
2. Awareness Phase (January 2020- February 2020): Build of previous phase, educate population on how they can participate, and why they should encourage others to participate.
3. Motivation Phase (March 2020- April 2020): Drive self-response by informing the public that the 2020 Census has begun and that people should participate using one of the available response modes.
4. Reminder Phase (May 2020- July 2020): Remind individuals who may not have completed the census yet, targeted on hard to reach audiences.
5. Thank-You Phase (August 2020- December 2020)
6. Data Dissemination Phase (January 2021- ongoing)

# Next Steps

## *Regular Meetings of the Subcommittees:*

- Each subcommittee will meet once a month on a regular schedule, which will be distributed next week.
- The Communications Subcommittee will convene more frequently to update and track Census outreach.
- At the next subcommittee meeting, each group will determine the structure for tracking progress and outreach.

## *Summer Trainings:*

- HWCLI will facilitate a series of Summer Trainings, including Census 101, Technology & Security, and Get Out the Count Campaigning

# Next Steps

## ***Creation of Community Advisory Boards:***

- HWCLI will facilitate the start of Community Advisory Boards in Long Island's hardest to count communities, which will meet regularly throughout the next year to discuss localized Census strategy.

# Census Ambassador Toolkit

- ✓ Talking points
- ✓ Logo
- ✓ One-sheeter / FAQs
- ✓ Copy of Census questions
- ✓ Social Media Kit (hashtags, graphics)
- ✓ Email signature
- ✓ Long Island Census Campaign paragraph

# Census Ambassador Checklist ✓

- Explore the information available to see how the Census affects the programs and resources critical to your business, school district, organization, congregation, town, or community.
- Speak with your employees about the importance of the Census.
- Display informational flyers in your storefronts, school lobbies, client-facing offices, and events to help show that all across the Island, we care about a Complete Count.
- Display information on your calendars, newsletters, bullitents, paystubs, and other communications with students, parents, educators, and community members.
- Subscribe to the HWCLI Census newsletter to stay up to date on news and meetings.
- Speak with your neighbors, family, and colleagues about the importance of the Census.
- Include the Census in your talking points at meetings and events.
- Utilize the Complete Count email signature.

# Long Island's Campaign for a Complete Count - Subcommittees

## *DELIVERY SYSTEMS*

*Existing systems that can be used to get the word out about the Census.*

Business

Communications

Education

Faith Based

Local Government

## *DEMOGRAPHICS*

*Historically underrepresented groups facing barriers to a complete count in 2020.*

Early Childhood

Immigrants

People of Color

Senior Citizens

# General ..... Messaging ✓



# **When we are short-counted, we are short-changed. ✓**

Census data is used to decide how much funding our region receives for hospitals, schools, roads, health insurance, parks, and so much more - our quality of life is at stake.



# Our voices matter. ✓

Census data is used to decide the number of representatives in Congress and delegates in the Electoral College.

New Yorkers deserve to be fully and accurately represented in our government, and an undercount would undermine our voices.

# Completing the Census is simple and safe. ✓

There are 10\* short questions on the Census questionnaire that can be answered in 10 minutes or less, either online, by phone, or by mail. If you choose to answer by phone, you can speak with someone in one of 13 languages. The Census Bureau cannot share your information with anyone - not even other branches of the government. If a Census worker shares your information, they will face severe fines and even jail time.

# **We will live with the consequences of these 10 questions for the next 10 years. ✓**

We only have one chance to get this right. The funding levels and Congressional seats that are set in the 2020 Census cannot be changed until 2030. This is our only opportunity to set Long Island on the right course for the decade ahead.

As a note, the pending inclusion of the Citizenship Question would increase the number of questions to eleven.

# Every single person counts. ✓

The Census can be a tool for empowerment and bringing our communities together. It is a bipartisan issue - everyone benefits when everyone is counted.

By completing the Census, we can all contribute to a brighter future for our region.



# **Social Media Hashtags**



**#CountWithMe**

**#CuentaConmigo**

**#CountMeinLI**

**#LIcounts**

**#ICountLI**

**#Census2020**



# **Specialized Hashtag Campaigns**

**#WhyicountLI**

**#[Town Name]Counts**

**#MyFamilyCountsLI**

# Communications ..... Subcommittee





# **Clear and consistent communication is the backbone of an effective Complete Count campaign.**

The Communications Subcommittee met on May 17th for a full day retreat to discuss messaging and outreach strategy.

This subcommittee will continue to meet twice each month to execute and adapt the best strategies for getting the word out about the Census.

# Key Materials to Create:

The Communications Subcommittee will manage the creation & distribution of:

- Talking points
- Social media kits for each HTC group
- One-Sheeters/FAQs
- Strategic calendar of opportunities for targeted messaging.

# The messenger is just as, if not more important than the message.

An opt-in program for community leaders and social media influencers will invite them to sign on as Census Ambassadors- and receive the materials and messages they need to effectively communicate about the Census.

The Communications Subcommittee will track outreach and media coverage of the Census throughout the year ahead.

# People of Color ..... Subcommittee



# **As a consequence of systemic racism, people of color have historically been undercounted in the Census.**

Long Island remains widely segregated - the 2020 Census can either reinforce the status quo with an undercount, or serve as a step towards a more equitable region by counting all communities.

# **We are here, and we are Long Island.**

Completing the Census is about the ownership, visibility, and empowerment of our communities. Participating in the Census is a civic duty - without a Complete Count, we will never be able to achieve accurate and just representation of our communities.

# **A Complete Count contributes to a better future for your family and your community.**

The Census directs funding for schools, community centers, parks, recreation centers, libraries, health insurance, and housing.

A Complete Count promotes unity and strength in our communities.

# Census Employment

Neighborhood familiarity of enumerators is essential to overcoming bias and ensuring a complete count. Opportunities to apply for employment with the Census Bureau will be highlighted in hard to count communities.



# Ensuring a Complete Count in 2020 is yet another fight for fairness.

The data collected in the Census affects funding levels and political representation - an undercount of our communities threatens not only to strip much needed resources from our schools, hospitals, community centers and infrastructure, but also silence our voices politically.

# National Messaging Movements:

Our communications can reflect and contribute to national movements around the 2020 Census, including:

#BlackMenCount

#FairCount

# Faith-Based ..... Subcommittee



# **Faith based institutions are trusted community hubs that can provide Census assistance and information.**

In the face of severe distrust of the safety of the Census, faith leaders can bring information to their congregations about the Census and why it is so important to respond in 2020.

# Faith based institutions can mobilize their communities.

Faith leaders can spread information to their congregations, using things like "Census Sundays" to call attention to the upcoming Census and everything it impacts. They can also mobilize their communities to canvas and even march to show just how much the Census matters to their community.

# Everyone deserves to be counted.

Every single human being counts, and the Census is an opportunity to ensure that our funding and our political voices reflect this. There are scriptural references to the Census that can be used by faith leaders to show the importance of this act. Everyone possesses inherent worth, dignity, and value - but our communities cannot be valued if they are invisible.

# Completing the Census is simple, safe, and secure.

All information provided to the Census Bureau is confidential and protected by law. While this will be the first Census with the option to complete the questions online, everyone will still be able to fill out the Census by phone or by mail. There will be people able to help you with your Census at several community locations, to be determined.

# **Our community benefits when everyone is counted.**

The Census influences funding for programs and resources that our community depends on, like schools, hospitals, food assistance, health insurance. We all have a civic and moral responsibility to ourselves and to our neighbors to complete the Census in 2020.



# Census in Scripture

## ***Hebrew Scriptures***

"On the first day of the second month, in the second year following the exodus from the land of Egypt, the LORD spoke to Moses in the wilderness of Sinai, in the Tent of Meeting, saying: Take a census of the whole Israelite community by the clans of its ancestral houses, listing the names, every male, head by head."

(Numbers 1:1-2)

## ***Christian Scriptures***

"In those days Caesar Augustus issued a decree that a census should be taken of all the inhabited earth."

(Luke 2:1)

## ***Islamic Scriptures***

"They ask thee what they should spend. Say, 'Let whatever of your wealth you spend be for parents, kinsfolk, orphans, the indigent, and the traveler. Whatever good you do, truly God knows it.'"

(Qu'ran 2:215)

# Education



# Subcommittee



# **Schools are trusted community hubs and can lead in creating a culture of enthusiasm around the Census.**

Schools have extensive communications channels and insights into their communities, which can be used to reach students, parents, teachers, employees, and community members.

# **If your district is undercounted in 2020, it will be under-resourced through 2030. Don't be left behind.**

Census data has an immense impact on our children's futures. It sets funding levels for schools, special education, children's health insurance, recreational programs - and also affects class size. An undercount threatens funding for our schools, which are the hearts of our communities.

# April 2020 is Census Month!

Long Island's schools will celebrate Census Month, incorporating Census lessons in civics classes, children's books about what the Census is, flyers and signs encouraging parents and guardians to complete the questionnaire, and a social media campaign motivating our families to count themselves in!

# Local Government



# Subcommittee

*Nassau & Suffolk Counties*



# Local governments have broad reach in our towns and can get the word out about the Census.

Our local governments have the structure and systems in place to reach out to residents with critical information.

In Suffolk County, the Shared Services Initiative will coordinate efforts between municipal governments to communicate with residents and town employees about the importance of completing the Census.

# **The Local Government Inventory will be used to identify opportunities to reach residents.**

The ongoing survey is distributed to all branches of local governments to identify all possible locations, channels, and events through which governments interface with residents, providing an opportunity to get the word out about the Census.

To date, we received suggestions including: information on recycling calendars, pop-up booths at town run events, and implementing Census programming.



# **The Bureau will update response rates by Census tract every night.**

We have the opportunity to track which neighborhoods are lagging in response rates and encourage towns to push messages about Census completion. Local governments can establish tracking centers or "war rooms" for this information - by tract only, not by name, address, or street.

# **Local Government can also offer assistance with Census forms.**

While there is not yet an option to request paper forms, local governments can offer assistance with the online and phone options for residents completing the Census.

# Local Government Census Ambassador Checklist ✓

- Display informational flyers in client-facing offices to help show that all across the Island, we care about a Complete Count.
- Start an interdepartmental team and designate a lead coordinator from your staff.
- Use city-run social media and communications channels to amplify the communications campaign.
- Spotlight on enumerator and address canvasser employment opportunities.
- Hold a public event to promote civic engagement and 2020 Census participation.

# Business

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# Subcommittee



# **The Long Island business community is directly impacted by Census data.**

Our businesses have a vested interest in ensuring accurate Census data. Developers use this information to determine where to build businesses and housing units. Funding for infrastructure and programs such as public health insurance is set by this data as well.

# **A successful Census helps the viability of Long Island's workforce.**

Census data affects childcare funding, public transit funding, infrastructure, road repair, public health insurance, and disaster response funding - all of which are crucial for a healthy and resilient workforce.

# **It's time for Long Island to stand together. Your region needs you.**

Despite a number of factors that could stand in the way of a complete count on Long Island, simply put, we cannot afford an undercount. As a region, we already pay more in taxes than we receive back from DC and Albany - this is our chance to secure our fair share of funding and ensure our region has the resources it needs to thrive.

# **There's a pothole in Texas and a pothole on the LIE - which one do you want filled?**

By filling out the Census in 2020, you can help make sure that Long Island gets the funding and resources it deserves. This is our fair share.



# Early Childhood ..... Subcommittee



# **Many people are surprised to learn that children age 0-5yrs are historically undercounted.**

On the 2020 Census, you will respond with where you are living and how many people live with you, including young children born on or after April 1, 2020.

# Messaging campaigns for reminding parents to include their young children:

- ✓ Kids Count Too!
- ✓ Babies Count Too!
- ✓ New Parent Checklist: Pick up diapers; Complete the 2020 Census

# **The 2020 Census will set the next ten years of funding levels for programs your child deserves.**

Where will your child be in 2030? If you miss the opportunity to count your child in the 2020 Census, they will miss out on ten years of funding for schools, public health insurance, recreation programs, and all of the elements that make Long Island such a great place to raise a family.

# The Census is safe and easy.

Many parents feel protective and are hesitant to share personal information about their children. The questions asked about young children are very basic and all of the information provided to the Census is completely confidential. The questionnaire can be completed by phone, mail, or online - whichever is easiest for you.

# **Educators, pediatricians, and childcare providers are all critical ambassadors.**

Educators can also teach children about the importance of the Census through tailored curriculum and bring these messages home to their parents.

# Immigrant



# Subcommittee

*Nassau & Suffolk Counties*



# Completing the Census is safe, secure, and important.

The current administration has stoked severe fear in our immigrant communities. Despite this justified fear and distrust of the government, we must do everything we can to achieve a Complete Count across every community of Long Island.

The Census Bureau cannot share your information with anyone. If you are uncomfortable with a question on the Census, skipping a question (except for your address) will not invalidate your response.



# Your dream begins here.

Completing the Census is something you can do to ensure a brighter future for your children, as it affects funding for schools, infrastructure, hospitals, children's health insurance, and other important programs. This is an opportunity to make sure your community has the resources and representation it needs to thrive.

# **Everyone deserves to be counted.**

**A Complete Count is about empowerment and equality - we all deserve to be counted and represented.**

# Long Island's immigrant community is full of diversity.

With all of the rhetoric specifically targeted against immigrants from Latin America, it is also important to remember that there are immigrant populations on Long Island from around the globe. Our messaging and outreach strategy will need to be nuanced and inclusive. We can also create messages of national pride and identity.

# East End Mailing Challenges.

Portions of the east end will receive the first mailer from the Census Bureau by hand - it is imperative that the Bureau identify these specific areas as soon as possible so that we can target information outreach to these residents and inform them of options for completing the Census.

# Senior Citizens ..... Subcommittee



# **The Census affects programs and funding that bolster our community.**

Funding for senior programs, public health insurance, is at stake. Completing the Census is all of our responsibility to our families and communities to ensure the same high standard of living that we moved here for in the first place. This is an active step that you can take to help your community.

# **Avoid scams: be alert and informed.**

To help the senior community avoid scam attempts, we will need to clarify what the Census will and will not ask.

The Census will never ask you for your Social Security Number, your bank account information, your mother's maiden name, or threaten you with imprisonment.

# **You can complete the Census online, by phone, or by mail, and you can ask for help.**

The Census might seem daunting, but it is just ten simple questions.  
Libraries and many community based organizations will be ready to help  
you complete the Census.



# **Are you a Snowbird?** **Let it be known, Long Island's your** **home: Be Counted**

If you will be living on Long Island on April 1, 2020, be sure to complete the Census and list your Long Island address.

# Key Challenge: Overcoming Isolation

Many seniors are plugged into their communities through senior centers, programs like Meals on Wheels, or with visiting assistance. The challenge lies in reaching those who are less connected, by messaging to their adult children, their neighbors, doctors, pharmacies, and nutritionists.

# Additional ..... Considerations



# Translation

**Inkind translation resources are critical as we seek to reach every community across Long Island. If you are aware of translation resources, please connect them with the Long Island Complete Count Committees.**



# •••• •••• •••• •••• **Accessibility**•••• ••••

**Through all resources and materials, accessibility must be prioritized.**

All materials should be printed in size 18 font, Times New Roman or Arial type.

The Suffolk Library System can print Braille as needed.

Wherever possible, accessibility will be built into website design and social media graphic design.

Further information about ensuring your materials are accessible can be found at:

<https://www.washington.edu/doit/world-wide-access-accessible-web-design>

<https://webaim.org/>

<https://www.w3.org/>



# Disclaimers

All information provided in this presentation is accurate as of June 21st, 2019. This presentation will be updated in the event of new information from the US Census Bureau.

While we motivate Long Islanders to complete the Census, it is essential to remember that no one can direct anyone on how or whether or not to answer any questions on the Census.

All community organizations planning to provide assistance with Census questions in 2020 must ensure the full digital security of the devices that they provide. Further guidelines on digital security are to follow.



# Conclusion

In the face of significant challenges to a Complete Count in 2020, the Complete Count Committees of Nassau and Suffolk Counties are prepared to work together to ensure that our communities are informed about the Census and motivated to respond.

Today's presentation has outlined the messaging and outreach plan for the Complete Count Campaign – we look forward to beginning the implementation of this plan through continued meetings of our subcommittees.

Please do not hesitate to reach out the the Health and Welfare Council of Long Island with any questions or suggestions as we continue to work together for a Complete Count!

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