Aging Network Census Webinar Series

Census 101 & Census Solutions Workshops

Wednesday, January 8, 2020
# Today’s Agenda

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2020 Census: Plan to Be Counted.

#ILOlderAdultsCount
What We’ll Cover Today

• Why does the Census matter?
• What is the 2020 Census?
• What will the Census ask?
• When & how can I complete the Census?
• How can I make a plan to complete the Census?
Let’s Talk: What Would You Change or Keep in Your Community?
Impact Your Community

• The Census will impact decisions made about our communities for the next 10 years & beyond.

• Local, state & federal governments, private businesses, public works, religious organizations and others will all use data from the 2020 Census.

• Being counted means you impact your community.

The 2020 Census =
  Representation
  Money
  Power
For you and your community.

Be Counted.
What is the 2020 Census?
2020 Census

• Every 10 years, the Constitution requires a count of **every living person** in the U.S.
• This is called the decennial Census.
• Because it counts every living person, you should be counted no matter your age, your citizenship or immigration status, race or ethnicity.
• Every person in America should be counted, including you.
Pop Quiz: How much is the Census worth to Illinois?

In one year (2016), how much federal money was allocated to Illinois based on data from the 2010 Census?

A. $16 billion  
B. $34 billion  
C. $52 billion
What is the Census Used For?

• The Census helps decide:
  – The number and shape of legislative districts
  – How government funding for hospitals, roads, school and more should be given out
  – Where businesses invest and more.

• In 2016, more than $34 billion in federal funding was directed to Illinois based on the 2010 Census
  – For each person who goes uncounted, Illinois could lose about $1,400 per uncounted person each year.
What Will the 2020 Census Ask?
The 2020 Census Will Ask:

• Number of people in your household
• Whether you own or rent your home
• Your phone number
  – Just in case the Census Bureau needs to contact you later.
• For each person in your household:
  – Name
  – Sex (Male or Female)
  – Age and Date of Birth
  – Hispanic, Latino, or Spanish origin
  – Race
  – Relationship to the person answering the Census
What the 2020 Census Will **NOT** Ask

• There are no questions about:
  – Citizenship Status
  – Social Security Number
  – Bank Information
  – Political party or affiliation

• If you are asked these questions by someone pretending to be from the Census, do not answer. This is not the 2020 Census.
Your Answers Are Protected

• By federal law, the Census Bureau cannot share your answers with any other government entity.

• Your answers remain confidential and data is reported as a whole.
When & How to Complete the Census
3 Ways to Respond

Online

Phone

Mail
Pop Quiz: True or False?
I can respond to and complete the 2020 Census online before March 2020.

True
or
False
?
When to Respond

• The Bureau mails an invitation in **mid-March** to complete the Census online.
  – Invitations are mailed to your home. The Census Bureau will not email you.
• If you do not complete the Census online, you will receive a mailed questionnaire by **mid-April or earlier**.
• Complete the Census early to avoid additional mailings or a Census employee coming to your home.

What the Census Bureau will send you in the mail:

- **March 12-20**: An invitation to respond online to the 2020 Census. *(Some households will also receive paper questionnaires.)*
- **March 16-24**: A reminder letter.
- **March 26-April 3**: A reminder postcard.
- **April 8-16**: A reminder letter and paper questionnaire.
- **April 20-27**: A final reminder postcard before we follow up in person.
One Census for One Home

- Complete the Census for everyone living in your house, apartment or mobile home - no matter their age and whether they are related to you or not.
- Count yourself where you live & sleep most of the time.
- Do not count people currently living in a nursing home, college or prison. The Census counts them separately. Only count people under your roof.
When the Census Bureau Visits You

• If you have not responded to the mailings & reminders, a Census Bureau employee will come to your door to complete the Census.
Avoid the Knock on Your Door

• If you don’t want someone coming to your house, complete the Census online, by phone or mail between mid-March and late-April.

• This also helps:
  – Avoid scams. If you complete the Census early, you know that the Census should not visit you.
  – Save taxpayer dollars. Going door to door is costly for the government.
Let’s Talk: Questions or Concerns?

Now that we know what the Census is, when you can respond, how to respond and why it matters, do you have questions or concerns?

Best advice: Make a plan to complete the Census as early as you can.
Make a Plan
Make a Plan

1. Would I prefer to answer the Census online, over the phone, or by mail?
2. Where can I get help filling out the Census in my community?
3. Will I need to read the Census in a language other than English or in larger print?
1. Online, Phone or Mail

• Online
  – Wait for the mailed invitation coming mid-March
  – That invitation has a web address to go online and a unique ID for your home.
  – If you do not have that invitation, you will be able to look up your home address to respond online

• Phone
  – That invitation will also have a phone number
1. Online, Phone or Mail (Cont)

• Mail
  – In early or mid April, you will receive a questionnaire in the mail if you have not already responded online or by phone.
  – You cannot request a paper questionnaire be mailed to you. It will come if you have not already responded. Some people will get it earlier.
2. Help Filling Out Census

• Several community organizations are hosting events or kiosks where you can get help completing the Census online.

• They can help you look up your address.

• If anyone is helping you complete the Census, they should read each question to you so that you can answer. The Census should capture your response.
3. Non-English Language / Large Print

- **Online or via Phone:**
  - 2020 Census will be available in English, Spanish or 11 other languages online or via phone.
  - You can increase the size of print online.

- **Mail/Paper Questionnaire:**
  - Some areas will receive a questionnaire that is both in English and Spanish.
  - Step-by-step language guides available online for 59 non-English languages, including a large print English guide.

- You can go to a trusted organization in your community for assistance.
Let’s Talk: What’s Your Plan?

• Do you plan to respond:
  – Online
  – Phone
  – Mail

• Where can you get help?
Avoid 2020 Census Scams

• Remember that the 2020 Census does not ask about citizenship, Social Security numbers or political affiliation.

• The Census Bureau will not email you to complete the 2020 Census.

• If you are visited by a Census Bureau employee, they must tell you their name so that you can call the Census Bureau to verify their identity.
Recap!

• Every living person in the U.S. should be counted in the 2020 Census.
• In mid-March, your home will receive an invitation in the mail.
• The Census is important for you and your community. Make your plan for how you will answer the 2020 Census!
Questions?
Since 1974, AgeOptions has established a national reputation for meeting the needs, wants and expectations of older adults in suburban Cook County. We are recognized as a leader in developing and helping to deliver innovative community-based resources and options to the evolving, diverse communities we serve.

Thank You!

Plan to be counted in the 2020 Census and tell your friends!

Updated 1/8/20

AgeOptions
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ageoptions.org
Test Presentation & Give Feedback

• PowerPoint is on our Census Resource page
• In January, try giving this presentation at least once to older adults in your community.
• Provide feedback to AgeOptions via Form
  – Send to Lucia.Shah@ageoptions.org
  – Feedback due by Friday, January 31
• AgeOptions will release an updated presentation in early February.
What is a Complete Count Committee

Complete Count Committees (CCC) are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census.

CCCs serve as state and local “census ambassador” groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

If you do not have a local CCC, then do consider hosting or participating in a workshop for your community to obtain buy-in and improve the count.
Find Your Local CCC

- Resource CCC’s Locations [Link]
What is a Census Solutions Workshop

- The Census Solutions Workshop is specifically designed to generate new ways of communicating the importance of Census Bureau data, reaching hard-to-count populations, and encouraging participation in U.S. Census Bureau surveys and programs.
- The workshop consists of a specific series of activities based on a design thinking methodology that helps participants get to know each other, set ambitious goals, think outside the box, brainstorm with others, and quickly develop proposals for new solutions to engage communities to participate in the census.
- The Census Bureau developed an easy to use ‘toolkit’ that is a step-by-step guide to planning and running a successful Census Solutions Workshop. [Toolkit]
Design Thinking Methodology

- **Empathize**: Get to know your users.
- **Define**: Articulate the problem clearly.
- **Ideate**: Generate solutions.
- **Prototype**: Test an idea with users.
- **Iterate**: Revise based on feedback.
Why Host a Census Solutions Workshop

• The 2020 Census will provide a snapshot of our nation—our population, where we live, and so much more. A complete count ensures accurate Census Bureau data critical for government programs, policies, and decision-making is collected.

• The U.S. Census Bureau, relies on the support of partners across the country in collecting the data that will inform federal funding, representation, and redistricting. Your community trusts you—help them understand the value of Census Bureau data and why they should participate in surveys. The Census Bureau has always relied on partners to help spread the word.
Census Solutions Workshop Toolkit

Who Should be Involved

The US Census Bureau designed this toolkit for any organization, company, or community group invested in getting out the count—and for those seeking creative collaborations and new ideas for doing so, including the public and private sector—civil society, government, creative industries, and more.
The Census Solutions Workshop Toolkit is a step-by-step guide to planning and running a successful workshop. The workshop helps foster new partnerships and solve census challenges in your community.

The toolkit provides an Overview and answers questions like: What it looks like, why it matters, and who benefits from it. To Logistics, Activities, Case Studies, and Resources.
7 Steps

Developing a Census Solutions Workshop

1. Form a Host Team
2. Set the Stage
3. Define Success
4. Generate Ideas
5. Develop the Ideas
6. Share and Discuss
7. Commit to Continue

For full details and sample documents go to: Census2020 CSW Toolkit
# Sample Agendas

## Full-day Workshop
- 8:30 a.m.: Arrive and set up room
- 9:30 a.m.: Guests arrive
- 10:00 a.m.: Introductions and icebreakers
- 10:30 a.m.: Presentation: Census 101 & Goals
- 10:45 a.m.: Break
- 11:00 a.m.: It Is Not 2010 activity
- 11:10 a.m.: Cover Story
- 11:20 a.m.: Dot Voting
- 11:30 a.m.: Introduce user scenarios
- 11:45 a.m.: Solo ideation
- 12:00 p.m.: Lunch
- 12:45 p.m.: Cluster in groups
- 1:00 p.m.: Group brainstorm and pick idea
- 1:30 p.m.: Groups develop ideas
- 2:20 p.m.: Break
- 2:30 p.m.: Groups share ideas with each other
- 3:00 p.m.: Contribution sheets and feedback forms
- 3:15 p.m.: Recap accomplishments of the day
- 3:30 p.m.: Coffee, snacks, networking (optional)

## Half-day Workshop
- 8:00 a.m.: Arrive and set up room
- 8:30 a.m.: Guests arrive
- 9:00 a.m.: Introductions and icebreakers
- 9:20 a.m.: Present Goals, Census 101, It Is Not 2010
- 9:45 a.m.: Introduce user scenarios and form groups
- 10:00 a.m.: Solo ideation
- 10:10 a.m.: Cluster in groups
- 10:30 a.m.: Break
- 10:45 a.m.: Groups pick idea and develop it with storyboards
- 11:30 a.m.: Groups present ideas to each other
- 11:45 a.m.: Contribution sheets and feedback form
- 12:00 p.m.: Recap accomplishments of the day
- 12:15 p.m.: Lunch (optional)

## One-hour Workshop
- 8:30 a.m.: Set up stations with different user scenarios around the room
- 9:00 a.m.: Introductions, goals, user scenario
- 9:20 a.m.: Solo ideation (5 minutes at each station)
- 9:40 a.m.: Share ideas
- 9:50 a.m.: Make contributions and complete feedback form
Sample Workshop Checklist

EVERYTHING YOU NEED TO HOST A CENSUS SOLUTIONS WORKSHOP

People
- Facilitators
- Participants representing a variety of groups
- Translators, if necessary
- At least one observer
- Photographer/videographer, if needed
- Census Bureau Data Dissemination Specialist or other expert (optional)

Supplies
- Flip chart paper and markers (e.g., markers—one per person)
- Sticky notes (one pad per person)
- Dot stickers for dot-voting exercise
- Tape
- Camera (and charger!)
- Name tags

Workshop materials
- Sign-in sheet
- Media releases, if necessary
- Contribution sheets
- Persona sheets
- Presentation: Census Relevance to Community
- Other relevant activity forms

Logistics
- Venue, including enough tables and chairs for group break-outs and plenty of wall space
- Refreshments (drinks and snacks)
- Music/portable speaker/sound system (optional)—to keep up the energy
- Online invitation platform, e.g., Splashthat or Eventbrite
- Transportation, if necessary
- Parking, if necessary/available
Sample Roles & Responsibilities

ROLES & RESPONSIBILITIES

While Census Solutions Workshops are not one-size-fits-all—they can range greatly in size, length, and approach. These roles and responsibilities will apply in most every scenario.*

**Before**
- Who will be coordinating logistics, such as securing the venue, providing food, ordering supplies, and printing handouts?
- Who will own and manage the guest list, and send out the invitations?
- Who will set the theme, goals, and agenda for the day?
- Who will determine the workshop activities and facilitate them?
- Who will prepare presentation materials?
- Who will make sure all the hosts/facilitators understand the structure of the day?
- Who will explain the activities to the facilitators?
- Who will find facilitators?
- Who will reach out to the Census Bureau for support or connections to local experts?

**During**
- Who will facilitate and host?
- Who will present?
- Who will check guests in?
- Who will manage day-of logistics, such as ensuring that food arrives on time?
- How many groups will there be?
- How many facilitators will you need?
- Who will explain each activity?
- Who will take notes?
- Who will take photographs?
- Who will keep time?
- Who will manage IT?
- Who will make sure the room is set up ahead of time?

**After**
- Who will create and send out a follow-up e-mail to the group?
- Who will follow up with participants’ contributions?
- Who will drive the strategy for what comes next?
- Who will send feedback to the Census Bureau?

* For examples of workshop formats, see Part 4 of the Census Solutions Workshop Toolkit: Case Studies.
Your Census Bureau Partnership Specialist

Reach out to your local Census Bureau Partnership Specialist as you plan and schedule your workshop.

They might be able to help.
Quick RECAP

Look for a local Complete Count Committee in your area.
• Use Census Bureau location finder map

How to run a workshop
• Build a Team
• Handle Logistics
• Invite and Prepare
• Host the Workshop
• Keep Going
Census Solutions Workshop

Questions and Answers
Resources

• Complete Count Committees Location finder
  https://www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html

• Census Bureau – Census Solutions Workshop Toolkit

• Census Bureau – 2020 Census General Information
  https://2020census.gov/

• Illinois Complete Count Commission
Since 1974, AgeOptions has established a national reputation for meeting the needs, wants and expectations of older adults in suburban Cook County. We are recognized as a leader in developing and helping to deliver innovative community-based resources and options to the evolving, diverse communities we serve.

Census Solutions Workshop

Thank you for joining us today!
Census Resource Webpage & More


• Sign Up for Email Updates: https://lp.constantcontact.com/su/fSGbun2/2020Census

• Census Q&A Document
Thank You!

Next Webinar:
Tuesday, January 14
1 pm
Topic: Working with Faith Communities

Visit the Illinois Aging Network 2020 Census Resource page:
http://ageoptions.org/gallery/2020census/