Aging Network Census Webinar Series

Working With Libraries
Scams and the 2020 Census
Tuesday, February, 2020
# Today’s Agenda

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Upcoming Webinars

• Tuesday, Feb 11 at 1pm CST
  – Panel: How Aging Service Agencies are Embedding the Census in Their Everyday Work
  – 10 Things You Can Do to Incorporate the Census in YOUR agency.
  – Resources and Social Media Update

https://register.gotowebinar.com/register/7918177371381900299
Libraries Supporting the 2020 CENSUS

Amy de la Fuente Program Manager, Census 2020
Who is RAILS?

• RAILS is a regional library system, a government agency that provides services to libraries in the northern and west-central areas of the state of Illinois. We serve approximately 1300 private, public, school, and university library members, which have a total of more than 4200 library facilities in a 27,000 square mile area. Although the city of Chicago is within our boundaries, and a number of our member libraries are located in Chicago, the Chicago Public Library constitutes a separate library system. Members have several opportunities to network with each other through email lists, networking groups, member updates, and at networking events.
Our Membership:

• 116 Academic libraries (9%)
• 412 Public libraries (32%)
• 558 School libraries (44%)
• 184 Special libraries (14%)
• RAILS was awarded a $750,000 grant from IDHS. Their role is a Regional Intermediary (RI) in the collar counties. In this role, they manage Census work of their subgrantees and provide pass through funding.

• There are currently almost 20 library sub awardees in the collar counties working with RAILS.
Census 2020 Timeline

Phase 1: December – March:
1. Awareness
2. Engagement
3. Education to residents about Census
   a) Who, What, When, Where, Why, Ho
Census 2020 Timeline

Phase 2: March – May:

1. Continue outreach from phase 1
2. Encourage participation in completing Census
3. Use of technology to assist/direct residents to locations
4. Host Census Day Event(s)
Census 2020 Timeline

Phase 3: Late April – End of June:

1. Continue to Encourage Participation to Complete Census
2. Use of technology to assist/direct residents to locations
3. Encourage cooperation with enumerators if not completing online/over the phone
Libraries and the Census

- Libraries are a trusted messenger.
- They welcome all through their doors.
- They have robust programming that reaches a variety of library patrons and members of the community.
- They are equipped with technology.
- The Illinois Library Association (ILA) has formally asked all IL libraries to assist with the Census as much as possible.
What Does This Mean?

• It depends on the library.
• Libraries have been asked to:
  • Allow their computers to be used for online Census completion.
  • Promote and publicize the Census.
  • Promote Census job fairs/hiring events.
Partnering with Libraries

• Be prepared before you reach out.
  • Visit the website of the library you are interested in partnering with and find out what programming they currently do with older adults.
• Find out if the library is currently engaged in any Census programming.
• Inquire if they are currently partnering with other organizations.
• Lead with your organizational strengths and be prepared to offer how you can support the library.
Hard To Count Populations

HTC’s:

• Children under 5 years of age
• Older adults
• People experiencing homelessness
• Renters
• People who are young and mobile
• People living close to or below the poverty line
Our Subrecipients

• Joliet Public Library – plans to visit the local mall 2-3 times per month to promote the Census and distribute information to senior walkers.

• Aurora Public Library – public programming “What Does the Census Mean for Me?” and “Census Throughout History”.

• Batavia Public Library – partnering with park district for 3rd Wednesday Seniors meetings.

• Bensenville Public Library – partnering with the village for their monthly senior luncheons.

• Glenside Public Library District – tapping into their monthly senior book club.
Our Subrecipients

• **Vernon Area Public Library** – partnering with the Senior Services Coalition of Lake County to share messaging and resources. Participate in their local Senior Expo.

• **Poplar Creek PLD Branch** – partnering with Hanover Township Senior Center to assist with Census completion.

• **Zion-Benton Public Library** – Programming about the history of the Census.

• **Almost All Libraries** – programming for a crossover audience that includes older adults: ice cream social, celebrations, child/caregiver story times, ESL classes, crafting classes, etc.
Resources

• Frontline staff training in a Zoom webinar Tuesday February Zoom Direct Registration Link: https://railslibraries.zoom.us/webinar/register/WN_KR32j8zYQXOPMkRRcXHi2A

• RAILS Census Webpage: https://www.railslibraries.info/issues/170330
Questions?

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https://www.railslibraries.info
2020 Census Scams

#ILOlderAdultsCount
Reminder!

• Here’s what we say in the “2020 Census: Plan to Be Counted” presentation...
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.
That’s Probably Enough to Say

• In the next slides, we’ll dive in to some specifics, but that slide we just saw hits all the key points for consumers and Census scams.
Who’s There?

Identifying Census Mail, Workers and Calls

https://www.census.gov/programs-surveys/surveyhelp/verify-a-survey.html
Mail from the Census

• Look at the envelope’s return address:
  – “U.S. Census Bureau” or “U.S. Department of Congress”
  – Jeffersonville, IN

• Mailing with paper questionnaire includes a return envelope to mail it back to either Jeffersonville, IN or Phoenix, AZ
Identify a Census Bureau Employee

• Census Taker must:
  – Have an ID badge with:
    • Name
    • Photo
    • Department of Commerce watermark
    • Expiration Date
  – Carry official bag and electronic device with Census Bureau logo
  – Work 9am to 9pm local time
Is the Census Bureau Visiting Me?

• Must give you their name and what survey they are at your door to collect

• Call your Census Bureau Regional Office to verify the identity of a supposed Census worker
  – *(800)865-6384* – Chicago Regional Office (Illinois) or
  – *(800)923-8282* (National Customer Service Number)

• Actual Census worker will leave information on how you can complete the Census on your own
Calls from Census Bureau

• Bureau contacts a small sample of households as part of quality control with the 2020 Census
• Bureau will leave a message
• Call (800)923-8282 for Bureau’s Customer Service Center to verify any call
Spoofing Caller ID

- Do not trust caller ID
- It is very simple for a scammer to “spoof” (or trick) caller ID and make it appear as if the call is coming from the government or any given number
Is it the 2020 Census or Another Survey?

- The 2020 Census is mailed to every household in America

- The Census Bureau continues to conducts several other surveys
  - Including the American Community Survey (ACS)
  - Verify that you have an actual Census Bureau survey by calling the Bureau or visiting: [https://www.census.gov/programs-surveys/surveys/programs.html](https://www.census.gov/programs-surveys/surveys/programs.html)
AARP Census Scam Video: Is it the Census… or Is It a Scam?

https://learn.aarp.org/is-it-the-census-or-is-it-a-scam

AARP.org/Census
Fighting Back with Facts!

The best way to combat fraud and false information is with facts.
Tired of Rumors Starting?

• Census Bureau has a webpage and email to counter false rumors about the 2020 Census:
  – Rumors@census.gov

• Not only about scams, but just false information shared online, on Facebook, via chain emails, etc.

• If you spot something that you think is false, email rumors@census.gov (and let AgeOptions know too)
SMP Fraud Alerts

• The Illinois SMP at AgeOptions is planning to include 2020 Census articles in its Fraud Alert emails
  – Subscribe to the Fraud Alert at http://www.ageoptions.org/services-and-programs_SMP_FraudAlerts.html
  – See the articles on our Census Resource Page: http://downloads.ageoptions.org/benefits/census/SMPFraudAlert_CensusScamArticles.docx
Census Newsletter

• AgeOptions’ Census Newsletter has a section about scams

Sign Up at
https://lp.constantcontact.com/su/fSGbun2/2020Census

Reminders to Stay Protected

The Census Bureau will never ask for:
• Your social security number
• Donations or money
• Your political affiliation
• Your bank or credit card numbers
If you are asked these questions, it is not the 2020 Census.
Questions?
Resources

- Verify a Census Bureau Survey, Mailing, or Contact: https://www.census.gov/programs-surveys/surveyhelp/verify-a-survey.html
- List of all Census Bureau Surveys: https://www.census.gov/programs-surveys/surveys-programs.html
- AARP Census Site: http://www.aarp.org/census/
- Illinois SMP Fraud Alert articles: http://downloads.ageoptions.org/benefits/census/SMPFraudAlert_CensusScamArticles.docx
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!

AgeOptions
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ageoptions.org
Resources Page

http://ageoptions.org/gallery/2020Census/
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