CENSUS 2020
OUTREACH SUBCOMMITTEE MEETING

This committee will deliver campaigns to counter misinformation about the Census.

November 13th, 2018, 1 – 3pm

MEETING MINUTES

For basic information regarding the upcoming Census, as well as an outline of the Census Engagement Workshop, please see attached document, Census Engagement Workshop Summary.

For a timeline of the upcoming Census 2020, please see attached document, Timeline.

For a review of what Salt Lake County has done thus far for the Census, please see below:

- Local Update of Censes Address Operation (LUCA)
  - A canvassing project where workers traveled to locations where a low-count is expected to find additional households located at the same address (i.e. homes where multiple families were living, homes where RVs or additions were located on the premises)
  - Approximately 200 new addresses were added

- Workshops (notes attached)
  - Business and Philanthropy Workshop – local businesses and philanthropists participated in a workshop to discuss the Census and brainstorm ways to garner a greater participation
  - Engagement Workshop – many local organizations, including non-profits and government organizations, met to participate in the same workshop
  - City and County Workshop – representatives from cities and townships across Salt Lake County, as well as County representatives, met to participate in the workshop

Barriers to reaching hard to count (HTC) populations

- This is the first year that the census will be online only, with a paper copy being distributed only when requested
  - Senior populations, especially those who are home-bound, may not have access to a computer and/or the internet, or may not have the technological expertise to be able to fill out an online census
  - ADA community
  - Many HTC populations have a fear of the government and may be afraid of sharing information about themselves and their families online or at all
A postcard is being sent to each household, which will include some kind of unique code, which will then be used to access the census online.

- What will the unique code look like?
- What will be the workarounds if the postcard is misplaced or discarded?

There is currently an issue with one IP address being able to submit multiple census forms. If this issue is not resolved prior to the census, libraries and other community centers will not be able to be utilized during the census.

- This issue is expected to be resolved

Unconventional housing

- Addresses where multiple households are living, especially those who are not related. These addresses may receive only one census, which would leave the additional household(s) without a unique code and unable to fill out a census form.

- The citizenship question

- This is one of the largest foreseen barriers to reaching HTC populations and having a complete count. There are currently six ongoing court cases in the attempt to remove this question from the census. If the citizenship question remains on the census, there are many additional questions that community and organization leaders have, some of which we have the answers for:
  - If the citizenship question is not answered by a household, will the census be counted?
    - No, if the citizenship question is left blank on any census, it will flag that census to be followed up on by an enumerator. This means that someone will then be going to the door of the household who did not answer the citizenship question, which will likely cause more fears and issues.
  - Is the information shared on the citizenship question safe?
    - Title 13 states that no individual, including enumerators, can share any information they are privy to with any other individual, group, or organization.
    - It is still unclear whether or not this information can be shared among government agencies and whether or not this information can be used against any household that answers it.

Thoughts and Ideas for providing outreach to the community

- Coordinated efforts
  - What efforts are being made by cities, counties, states, and the federal government that we can coordinate with?
    - Sergio is a local census representative for the state of Utah and is responsible for coordinating efforts made by local governments and organizations.
  - What other organizations are involved in outreach efforts and how can we ensure that these efforts are also coordinated with local, state, and federal government efforts?

- Voices for Utah Children (Annie E. Casey Kids Count Organization)
  - Efforts are geared toward ensuring all children are counted in the census (the current undercount for children is 9 percent)
  - Focus groups have been held for some HTC populations in Utah, including the Hispanic and Native American communities
The barriers to reaching HTC populations, especially where children are concerned, are similar to the barriers of reaching other HTC populations:

- The citizenship question will likely be the largest barrier
- The census being online is another large barrier, especially if community centers and libraries will not be able to provide the necessary resources
- One other barrier discussed is a cultural one, especially in Muslim households where children are not seen as ‘official family members’ until they reach an older age, these children may not be counted

Outreach efforts in schools, which are considered by many HTC populations as safe spaces, are vital to reaching HTC areas:

- Focus groups have found that families in HTC areas have a strong desire to learn about the census and what its purpose is
- Mixed families, especially those with language barriers, do not understand what the census entails and what the possible consequences might be of completing it
  - With the citizenship question, mixed families are not sure how to answer it (does the citizenship question only apply to the person filling out the census, or will it be asked about each member of the household?)
- Voting canvassing efforts in schools are already underway – this means there are already places that can be utilized in outreach efforts (school gyms and auditoriums) and in actually completing the census (computer labs)
- Census curriculum is ready to distribute to schools, pending approval of school districts regarding a take-home portion of the curriculum

Other organizations and resources that should be included in outreach efforts:

- Places where HTC individuals and households meet would be good places to have materials and help available
  - Schools
  - Health Clinics
  - DI and Goodwill
  - Churches
  - Libraries and other community centers
    - Senior Citizens Centers
- University student programs and organizations
- Latinos in Action
- Backpack programs for various organizations, which supply food to children over the weekends – can utilize these programs to disseminate census information and other outreach efforts
- Local radio stations and other media outlets – especially those in languages other than English
- Community Councils
- Recreation departments and leagues – especially those available to HTC populations
- Using local or national community leaders/influencers
  - Bloggers
  - Actors
  - Sports figures
  - Politicians
- National Leagues of Cities and Towns
o People on the ground – Uber and Lyft drivers
o Meals on Wheels

- Outreach strategies
  o Education – disseminating materials to organizations on what the census is and where to go for questions or additional information
  o Putting together focus groups that include members of HTC areas and populations
    - One member of this subcommittee (Cynthia Cervantes-Castaneda) has volunteered to organize focus groups that consist of college-aged students and parents of younger students
    - Find out what materials/strategies will be best for these HTC populations
  o 2019 will be more geared toward community conversations, public outreach, presentations at schools and other community locations, door-to-door outreach

Other information discussed at the meeting

- Enumerators
  o What do enumerators do? What is the hiring process? Who can qualify?
  All of these questions can be answered here.
    o You can apply to become an enumerator right now. The first step to this process is answering some questions, no work history will be required yet. This process takes approximately 10 minutes.
- The County is currently working with a Public Relations firm and should have some materials ready to disseminate in the coming months
- The next meeting for this subcommittee will occur sometime in the New Year after the County has reached out to local and national census representatives and received answers to some of the questions that have been asked in the subcommittee meetings.
  o At the next meeting, the subcommittee will hopefully be able to discuss specific outreach strategies and materials from the state and federal level as well as steps going forward
- If you can think of any individual or organization that should be a part of the census conversation and these subcommittees, please refer them to us or leave their information with us and we can reach out to them.