CENSUS 2020
PARTICIPATION SUBCOMMITTEE

This committee will implement strategies to encourage Salt Lake County residents to participate in the Census.

November 6th, 2018, 3 – 5pm

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

Questions the subcommittee had regarding participation in the Census (and answers where available)

- What is the identifying factor to keep households from duplicating their census?
  - Unique code sent to each address by way of postcard (which will be sent by the Government in only English)
- How are groups (such as group homes, dormitories, jails/prisons, homeless, long-term living facilities) counted?
• Groups are counted differently than individual households and will be counted at a
different time in a different way than the normal census

• What exactly is on the census? Is there a prototype or demo available to the public?
  o 2020 Census Planned Questions

• When will we know if the citizenship question is on the Census?
  o There are currently a number of ongoing cases being brought in various courts to
    attempt to remove the citizenship question from the Census. We do not have a
    projected date of when these litigation proceedings will be completed.

• Do you have to answer all questions in order for your census to be counted? Particularly
  considering the citizenship question?
  o Currently, all questions must be answered in order to consider it a completed census
    form. If the citizenship question is not answered, that particular census will be
    considered incomplete and will be flagged for an enumerator to follow-up at that
    address.

• Will enumerators be easily identifiable when canvassing neighborhoods?
  o As in 2010, enumerators will be identifiable and citizens will be able to differentiate
    between Census employees and scammers, although details have not yet been released.
  o What is the process for enumerators to collect your information?

• How do we reduce duplication of census due to moving families/individuals (especially
  millennials) or due to college students living in dormitories?

• How do we ensure census is counted for people who are on long term leave/vacation?

• Is it mobile-friendly? Will it be different filling out a census online vs mobile?
  o The Census Bureau is reporting that the census will be mobile-friendly, although
    differences between online and mobile versions, if there are any, have not yet been
    released.

**Barriers to participation**

• This is the first time the Census has ever been online
  o Technology barriers, lack of computer and/or internet
  o Safety issues for sharing information online – online security
  o HTC groups/areas will probably not follow through on census postcard if they are unable
    to understand the instructions or are unable to properly fill out their census in the
    required time

• Citizenship Question
  o Many communities and groups of individuals are refusing to answer the question, even
    those who are citizens by birth
  o Should we encourage people to participate even if the citizenship question is on the
    census? Or is it better to not answer the question, even if that means not being counted
    on the census?

• General distrust of the government or government officials
  o There is a lot of ambiguity around how the information can be used by government
  o The census is a new concept for foreign-born individuals and they may not why
    participating in the census is important
  o Enumerators, if identified as being from the government, will not be allowed into homes

• Language issues – original postcard is in English, but there are 50 different languages available
  online
o Illiterate communities – how can we help these communities participate in the Census? Especially if they do not understand the instructions included on the initial postcard

- ADA community, specifically vision or hearing impaired individuals – How to help these communities participate in the Census

Some solutions the subcommittee came up with to the barriers, as well as other ideas and thoughts on how to encourage participation

- Library Use
  o The most pressing issue/question is whether or not one IP address can submit multiple Census forms – until this issue is fixed, libraries cannot be used to fill out the Census
    ▪ This issue is expected to be fixed prior to the Census 2020
  o Can a librarian or other official be able to participate in assisting individuals in filling out the census?
  o Designated computer for Census, designated individual for help
  o Libraries can partner to assure same messaging and assistance is provided (county, city, university) – coordinated efforts
  o Libraries can host census gatherings

- Similar messaging for all disseminated information and materials
  o This will ensure households are getting similar and reputable information from various sources, making it more trustworthy

- Many subcommittee members represented groups or organizations that work primarily with refugees, so some of the discussion focused on ways to encourage census participation among these groups.
  o The best way to involve refugee communities is by having gatherings, where refugees can participate in the census as a large group. These gatherings would be an ideal place to have reputable and trustworthy sources of information, such as census workers or individuals that are best equipped to answer any questions about the census.
  o These gatherings hinge on being able to answer the following three questions:
    1. What do we, as organizations and individuals, tell the refugees about how much they can trust the citizenship question?
    2. What is done when a household or individual loses or forgets the postcard that contains their unique identifying code? Is there a workaround to ensure their census is completed without the information the postcard contains?
    3. Can one IP address submit multiple census forms from different households?

- Teach current students about the census in their civics classes
  o There is currently a curriculum on the census, but it has not yet been disseminated in this area due to the need to change a few items in the curriculum. The curriculum will hopefully be released in the coming months.
  o Encourage students in these classes to provide feedback on what they view to be possible barriers and/or solutions to encouraging participation in their communities.

- Partner with genealogy and ancestry groups to help promote participation in the census
  o These groups use census data and can help shed light on why the census is so important
• Another possible community resource would be to provide a Census Bus that can drive around communities and provide information on the census as well as answer any questions community members may have regarding the census.

• Coordinate local efforts with state and national efforts

• Review Title 13 and what security measures are put in place to protect private information

• Utilize the PTA yearly meeting as well as monthly superintendent meetings to provide information on the census to schools, teachers, students, and families.

• The County is currently working on creating a website that will include census information, FAQs, local county and city efforts, and somewhere to post concerns. This website will hopefully be up and running by the New Year.

• Another topic of interest for this subcommittee will be addressing budgeting concerns. The Census Bureau is currently under-budgeted, leaving local organizations to bear the burden of funding outreach efforts.
  o The County is in contact with local governments, organizations, philanthropists, and other donors to provide a local budget