



CENSUS 101

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Cleveland
VOTES

Areas of Concentration

Voter Mobilization Grantor
Technical Assistance to Develop Vote
Mobilization Strategies
Conduct Nonpartisan Advocacy Training
Organize and coordinate event events for
National Voter Registration Day (NVRD)
Support specific Ballot Initiatives
Increase awareness of voter engagement (i.e.
film series)
Partner in the Get Out of the Vote (GOTV)
Partner in the 2020 Census Efforts (City and
County level)
More



“Fundamentally, equitable civic engagement is about leveraging the power dynamics of a place, giving voice to those previously alienated and excluded from the civic process”

-Kirwain Institute, OSU

Cleveland VOTES strives to:
CONNECT, EMPOWER, and CONNECT





The 2020 Census matters to Cleveland VOTES because **we seek equitable policies and equity** in all we do. Hard to Count populations are generally the same communities with a lower voter turnout rate. Once again, the inequities Cleveland communities experience are **historical, structural, systemic** and interconnected and as such, our participation in securing an accurate count in April 2020 is a logical extension of our work towards equitable civic engagement.



The outcomes of the census are embedded in equity and policy.



Why does **OUR** community run the **risk** of being undercounted?

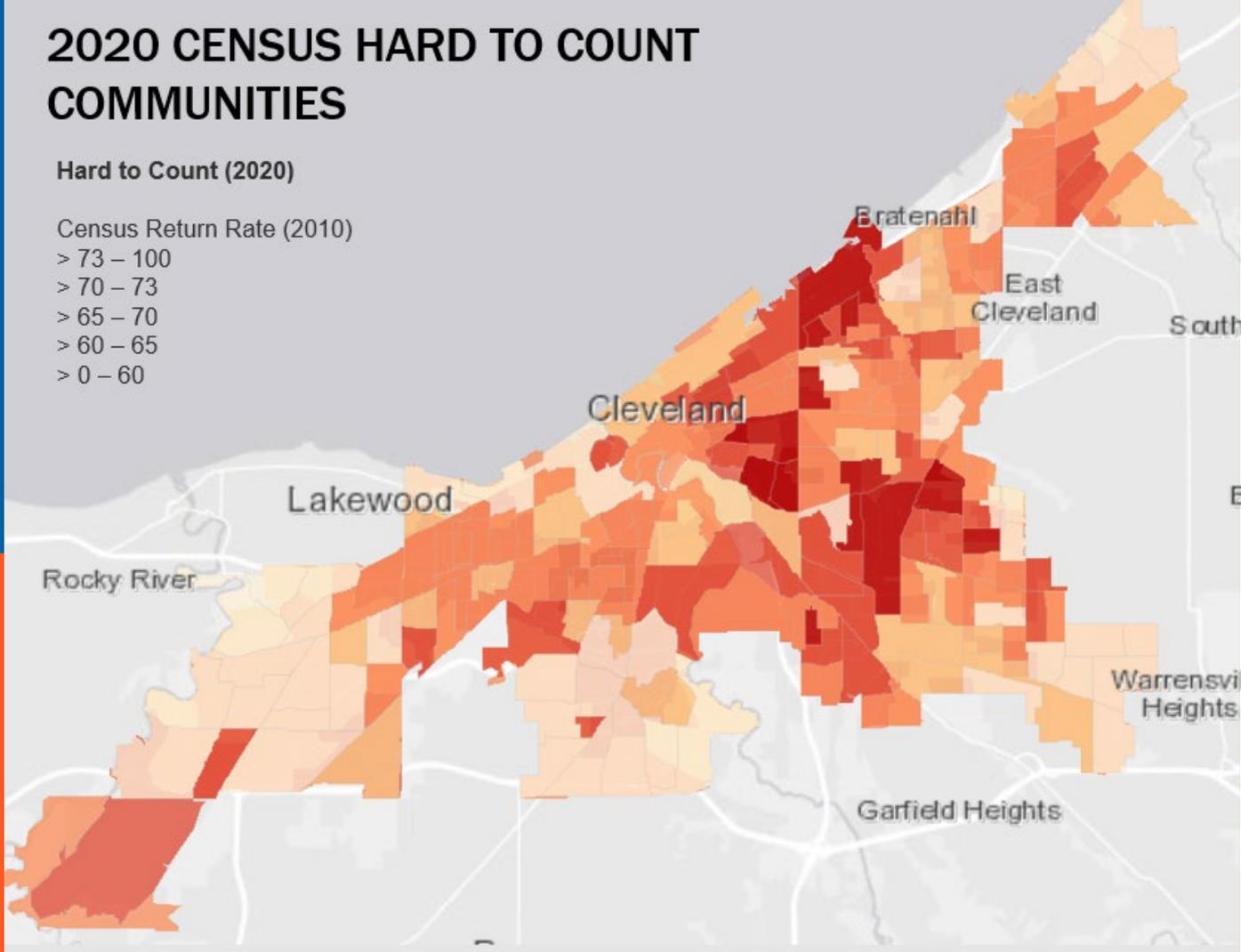


2020 CENSUS HARD TO COUNT COMMUNITIES

Hard to Count (2020)

Census Return Rate (2010)

- > 73 – 100
- > 70 – 73
- > 65 – 70
- > 60 – 65
- > 0 – 60





Historically Hard to Count

- ▶ Children under 5 years old
- ▶ Racial and ethnic minorities
- ▶ Limited English proficiency households
- ▶ Immigrants, Renters, and Residents who move often
- ▶ Alternative or overcrowded housing units
- ▶ Gated communities and publicly inaccessible multi-family units
- ▶ Persons experiencing homelessness
- ▶ Young mobile adults
- ▶ Single-parent headed households



Barriers to Being Counted

Census 2020 Barriers for Hard to Count Communities

- Lack of awareness and education about Census, who counts, and how the information is used
- Language barriers
- Mistrust in government
- Privacy/cybersecurity concerns
- Physical barriers such as inaccessible multifamily units
- Untraditional living arrangements
- Lack of reliable computer, broadband or internet access
- Misinformation campaigns



What does an undercount mean
for Ohio?



What does an undercount mean for Ohio?

It means an inaccurate count may impact the state and its communities for an entire decade! The count of our population will define redistricting and influence **Ohio Congressional seats (literal representation)** .

A total of **16 major federal programs** use census information and counts to allocate money to Ohio. If Ohio communities are not accurately counted, we could see reductions in funding for critical programs such as: **Medicaid, Supplemental Nutrition Assistance Program (SNAP), Medicare doctor payments, Highways, Section 8 Housing Vouchers, school districts' budgets, school lunches, foster care, and lowincome energy assistance, and more**

In the 2010 Census, Cuyahoga County's participation rate ranged between 58-75%; which ranked the **3rd lowest** among the 88 counties in Ohio.

More than \$675 billion in funds are given out based on census data

For every person not counted in Cuyahoga County, \$1,814 is lost in funding



The 2020 Census officially begins **April 1, 2020**.
An accurate count is primordial to the political representation and federal funding for the next decade for the State of Ohio's Fiscal Year Budgets (FY 2020-2030).

Federal agencies use census data (i.e. populations and incomes) to determine how much funds to allocate to states: it **means** an inaccurate count may impact the state and its communities for an entire decade!



Specific Scenarios

- Homeowners, Renters and Household Members with One Residence
- Temporary Residents, Vacationers, Multi -Home Owners and “Snowbirds”
- Non-Citizens
- Residents of Group Facilities
- Active Military Personnel and Families
- College and Boarding-School Students
- Persons Living Abroad and Expats
- Persons in Shelters and Those Experiencing Homelessness
- Incarcerated Persons

Who is Required to Respond?

Everyone living in the 50 states, District of Columbia, and five United States territories (Puerto Rico, American Samoa, the Commonwealth, Guam, and the U.S. Virgin Islands) is **required by law to be counted in the 2020 Census.**

If you do not respond, US Census Bureau will follow up.

Source: 2020 Census



Who is Counted?

- All persons living in the United States on **April 1, 2020** are counted in the census at the place of residence where they live/sleep most of the year
- Every household will receive an invitation to fill out the 2020 Census
- One person from the household will fill out the census and include *everybody* living at that address – relatives/non-relatives, legally/illegally

TIMELINE FOR RESPONDING

Invitations to fill out the census will go out in waves, beginning **March 2020**

Households will have until **July 2020**
to fill out the Census

HOW TO FILL OUT THE CENSUS

Every household will have the option to self-respond **one of three ways**

1. Internet (online)
2. Telephone
3. Paper Questionnaire

Census Assistance



Online census will be available in English and 12 non-English languages: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalong, Polish, French, Haitian, Creole, Portuguese + Japanese



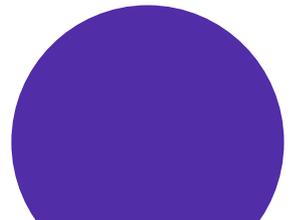
Phone assistance for the Census will be available in English and 13 non-English languages: Spanish, Chinese Mandarin, Chinese Cantonese, Vietnamese, Korean, Russian, Arabic, Tagalong, Polish, French, Haitian, Creole, Portuguese + Japanese



Paper questionnaire and mailing materials will be available in English and bilingual English/Spanish

What is the Census 2020 Timeline?

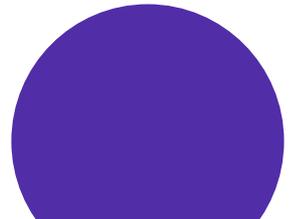
TIMEFRAME	MARCH 12-21	MARCH 16-24	MARCH 26-APRIL 3	APRIL 8-16	APRIL 20-27
What's Sent	Initial Invitation	Reminder Letter	Reminder Postcard	Reminder Letter + Paper Questionnaire	Final Reminder Postcard



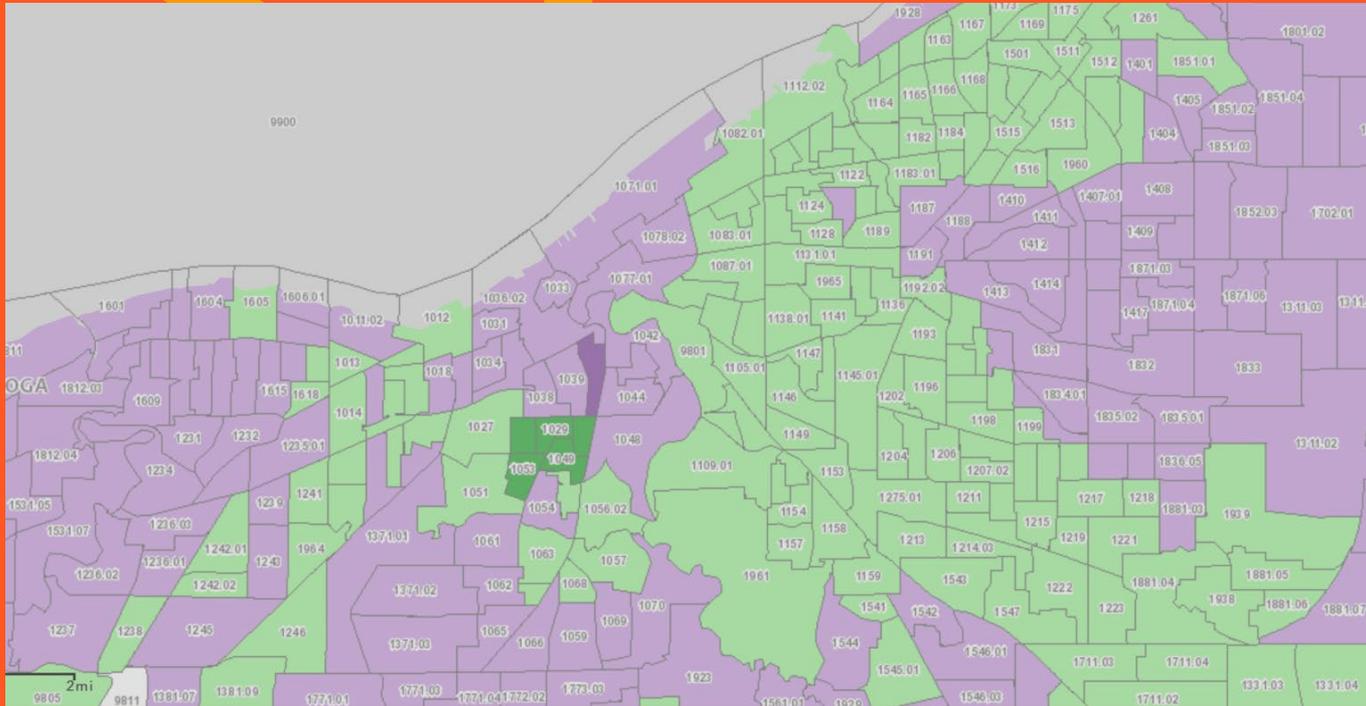
How Can I Respond to the Census?

Nearly every household will be invited to respond to the Census online, phone, or by mail beginning mid-March. Majority of the households will receive an invitation to respond online (or by phone), and the remaining households will receive a paper questionnaire along with an invitation to respond online.

All households that do not respond will receive a paper questionnaire by mid-April.



What will Each Household Receive?



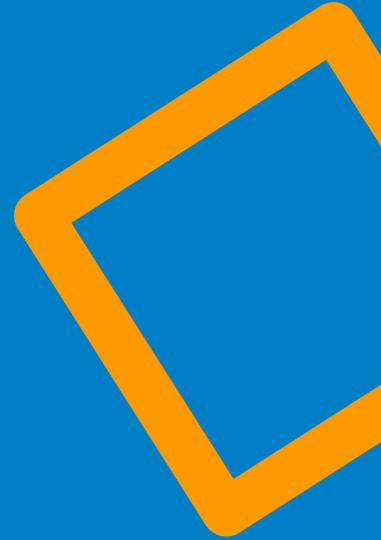
Legend

- **Green Area (Digitally-Redlined households):** will receive a paper questionnaire with instructions to complete it online.
- **Purple Areas-** Areas will most likely respond online. They receive a letter to complete the census online.

The 2020 Census + Confidentiality

“Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.”

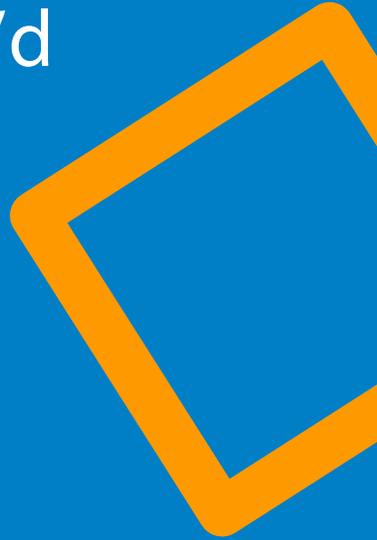
-The Brennan Center for Justice, NYU School of Law



The 2020 Census + Confidentiality Cont'd

“By law, your census responses cannot be used against you by any government agency or court in any way - not the Federal Bureau of Investigation (FBI), Central Intelligence Agency, Department of Homeland Security, and U.S. Immigration and Customs Enforcement (ICE).”

-The Brennan Center for Justice, NYU School of Law



Awareness + Activation Phase (January - February 2020)

The awareness phase of the 2020 Census officially starts in January 2020. Government and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is easy, important, and safe.

Cleveland VOTES' **Visually-Centric Campaign**



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Visually-Centric Design Infographics

INFOGRAPHIC PERSONA #14:

HOW MIGHT WE CREATE AN EQUITABLE CENSUS?

Our vision is that all Clevelanders are counted and will receive the necessary resources for the next 10 years. Who stands the risk of not being counted? Our hard to count (HTC) communities. See below and learn more, so we can ensure a complete count.

MEET JOSEPH:

A Black male, 52 years of age currently living in the Brooklyn Centre neighborhood (44109). His HTC factors include race/ethnicity, transient, and he is a military veteran.



ABOUT THE NEIGHBORHOOD



NUMBER OF PERSONS AFFECTED IN THIS NEIGHBORHOOD



CONTACT THE MAIN LIBRARY BRANCH FOR ASSISTANCE:



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216-623-2800 · cpl.org

WHY THE CENSUS MATTERS FOR THIS NEIGHBORHOOD:



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Cleveland VOTES is a year-round nonpartisan voter mobilization organization that aims to strengthen civic muscle and power to ensure we have a more informed, participatory and cohesive democracy. Log onto clevelandvotes.com or find us online at [Facebook](https://www.facebook.com/clevelandvotes) or [Instagram](https://www.instagram.com/clevelandvotes) to learn more.

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CENSUS DAY:
APRIL 1, 2020



INFOGRAPHIC PERSONA #17:

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MEET NAOMI:

A biracial female, 50 years of age currently living in the Kinsman neighborhood (44104). Her HTC factors include race/ethnicity, a low-income household, and lives in non-traditional housing.



ABOUT THE NEIGHBORHOOD



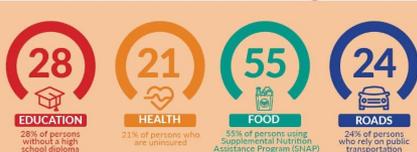
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CENSUS DAY:
APRIL 1, 2020



INFOGRAPHIC PERSONA #2:

HOW MIGHT WE CREATE AN EQUITABLE CENSUS?

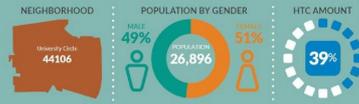
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MEET JUSTIN:

A White male, 29 years of age currently living in the University Circle neighborhood (44106). His HTC factors include non-traditional housing, and he has a physical disability.



ABOUT THE NEIGHBORHOOD



NUMBER OF PERSONS AFFECTED IN THIS NEIGHBORHOOD

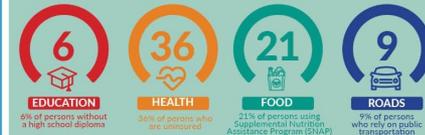


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CENSUS DAY:
APRIL 1, 2020



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THANK YOU
FOR ATTENDING!



STAY IN TOUCH!



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