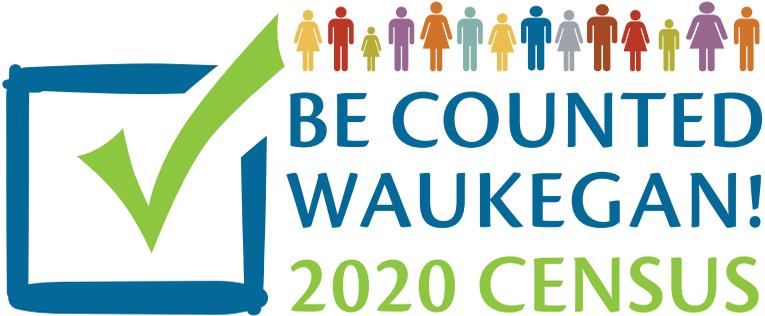


# 2020 CENSUS TOOL KIT



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# INTRO

## 2020 CENSUS TOOL KIT

Hello, thanks for your interest!

This year the library will collaborate with the U.S. Census Bureau and The City of Waukegan as part of great effort to ensure a fair, accurate and inclusive census to the communities we serve, particularly those most in danger of underrepresentation and underfunding. We are committed to helping our communities achieve a complete count because the library serves everyone, and we believe that everyone counts.

The census, conducted once every 10 years, is the constitutionally required count of every person living in the United States regardless of immigration status or citizenship. The next census will be held on 2020. For the first time, the Census Bureau will promote online response. Our goal is to inform the hard-to-count (HTC) communities that the library is an excellent place for people to complete the online census form, especially those who lack secure and reliable internet access, and make sure that people know that they also can respond by phone or paper questionnaire if they prefer.

In early 2020, when people receive materials asking them to complete the census, we know many will have questions, and they will turn to us as one of their most trusted sources of information for answers. For all these reasons, we believe that your organization could be a great ally of the library to help us inform the community about the importance of being counted.

We have developed this Be Counted Waukegan, 2020 Census! Tool Kit, because we want you to have ready answers to the questions we know are coming. We will continue to add updated information and resources online at [www.becountedwaukegan.info](http://www.becountedwaukegan.info)

Thank you for being a part of this critical civic effort!

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## WHAT IS THE CENSUS?

The census, conducted once every 10 years, by the U.S. Census Bureau, a nonpartisan government agency. It is the constitutionally required count of every person living in the United States.

The decennial census form asks questions about all the people who live and sleep in a household most of the time including babies and anyone who has no other permanent place to stay and is staying in the household as of April 1, 2020. The census form should take about 10 minutes to complete, depending on the number of people in the household.



## WHY IT IS IMPORTANT?

-  Census data are used to make decisions about how and where to spend more than \$800 billion each year for federal programs and services that communities rely on.
-  The census population count is used to determine representation in Congress and the Electoral College.
-  Census data also drive federal funding allocations for libraries, including grants to states under the Library Services and Technology Act (LSTA).
-  Census data help local leaders make planning decisions about where libraries should be located, whether they should expand, and what kinds of services should be offered based on the characteristics of the community.

**We only get one chance every ten years at achieving a full count. These data will inform important policy decisions and determine federal funding allocations for a decade.**

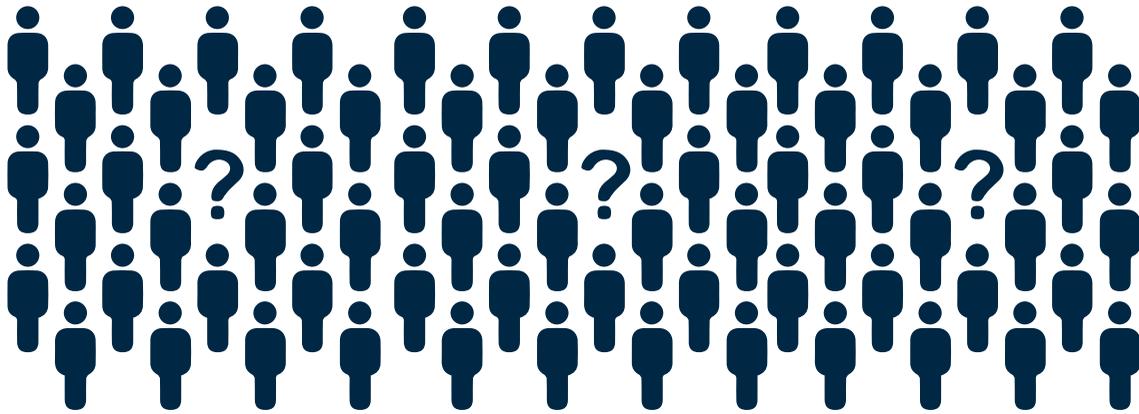
## WHO SHOULD COMPLETE THE 2020 CENSUS?

Everyone must complete the 2020 Census. If you live in the United States, you are required by law to participate in the 2020 Census count. A complete and accurate count is critical, as the results of the 2020 Census will affect congressional representation, community funding, and more.

# WHO IS AT RISK OF BEING UNDERCOUNTED IN 2020?



Historically, certain groups of people have been undercounted disproportionately by the decennial census. These groups are considered hard-to-count because the Census Bureau finds them challenging to interview, locate, contact, or persuade. The undercounting of these groups can undermine their political power and reduce access to crucial public and private resources in the communities where they live.



## HARD-TO-COUNT GROUPS

- ✓ Young Children
- ✓ Racial and ethnic minorities
- ✓ Non-English speakers
- ✓ Low income people
- ✓ People experiencing homelessness
- ✓ Undocumented immigrants
- ✓ People who distrust the government
- ✓ LGBTQ persons
- ✓ People with mental or physical disabilities
- ✓ People who do not live in traditional housing
- ✓ People without high school diploma
- ✓ Young mobile people
- ✓ Displaced people affected by a disaster

## YOUNG CHILDREN

Young children (ages 0–5) are considered hard-to-count. They have been undercounted for decades, disadvantaging their families, communities and neighborhoods. In Waukegan, 9.19% of the population were young children according to the 2010 Census.



Every year, more than \$800 billion in federal funds are allocated to states and localities based on census data. Many programs whose funding is based in whole or in part on census counts directly impact young children’s lives, including Head Start, Medicaid, and the Supplemental Nutrition Assistance Program (SNAP). When children are undercounted, political boundaries do not accurately reflect the entire population, and young children’s needs may not be appropriately represented or prioritized. Additionally schools, libraries, and social service agencies could be underfunded and have less resources.



**In Waukegan, 9.19% of  
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## LATINO COMMUNITY

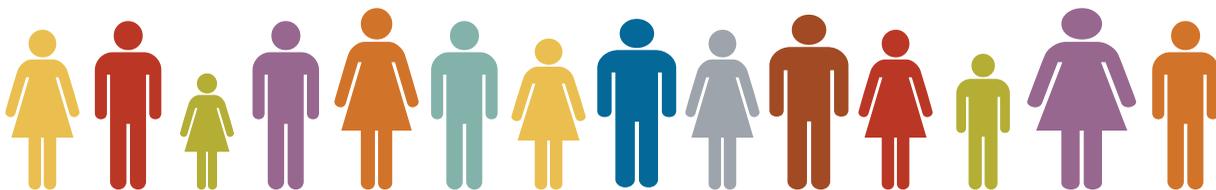
Is important to make sure that the 2020 Census captures the Latino community fairly and accurately. Latinos are already the second largest racial or ethnic group in the nation, (18% of the population of the United States). Between 2000 and 2010, the Latino community in Lake County significantly increased to a 20% of the population. **In Waukegan, the Latino community exceeds 50% of the population.** For this reason, the library commit's resources to meeting the needs of this segment of the community through programs and materials, and work for a fair and accurate count for the Latino community. When the Latino community is undercounted, they are denied to full voice in policy decision-making and limits their access to public and private resources that meet their needs.

**Immigrant status:** The 35% of the Latino community in U.S. is foreign born. Fear to the recent increase in negative political rhetoric and federal enforcement operations that have targeted the undocumented community could also reduce participation among immigrant communities making immigrant households at greater risk of being hard-to-count.

**Language barriers:** Almost three quarters of Hispanics (73.3 percent) in U.S. speak a language other than English and almost a third of Hispanics (31.1 percent) speak English less than "very well." Historically, areas with low rates of English proficiency have also been undercounted.



*When the Latino community is undercounted, political boundaries may not accurately represent reality, and this community's different needs may not be represented according to their real share of the population.*



## **AFRICAN AMERICAN COMMUNITY**

In 2010, more than 3.7 million African Americans were not counted in the Census. Many were children and young men. According to the 2010 Census the 19.18% of the Waukegan population were Black or African American.

African American households commonly share characteristics that make them susceptible to undercount. According to the 2016 American Community Survey 1 in 4 African Americans live in poverty. When African American communities do not have an accurate count, their communities get less political representation in Congress and in state legislatures. Also, public and private resources become harder to access or do not meet their needs.



When African American communities do not have an accurate count, their communities get less political representation in Congress and in state legislatures.

## **WHAT IS NEW AND DIFFERENT ABOUT THE 2020 CENSUS?**

### **Online Self-Response for the first time.**

The Census Bureau will promote online response as the preferred method. In addition to potentially improving data collection costs and quality, the internet self-response option will make participation easier and more broadly accessible than before.



### **Household Relationship question for the first time**

This allows the Census Bureau to create estimates about families, households, and other groups. Relationship data are used in planning and funding government programs that support families, including people raising children alone, and other households that qualify for additional assistance. This Change is expected also to improve national statistics on same sex relationships.

In June 27, 2019 the Supreme Court of U.S. issued their decision to **NOT INCLUDE** the citizenship question to the 2020 Census form. They remanded the case back to the New York District Court since they found that the Commerce Department argument for adding the question was 'contrived'. Previously, the New York District Court with two similar lower court rulings, find that the addition of the citizenship question also violated the U. S. Constitution. Most people understood that adding the citizenship question to the census would reduce participation, decrease accuracy, and increase cost.



On July 11, 2019 President Trump announced that his administration will no longer pursue to include the citizenship question on the 2020 Census. This important decision will protect our nation and reaffirms the significant role of an accurate, fair and inclusive census count in our democracy. We have to continue working to inform our communities that census participation is important, safe, and necessary. Participating in the census will help make sure all the hard-to-count communities receive their fair share of federal and state funding, and get better access to public and private resources that meet their needs.

## HOW AN UNDERCOUNT WOULD IMPACT FOR ILLINOIS:

Sixteen percent of Illinois' population live in "hard-to-count" communities. The failure to count every Illinois resident would have devastating effects on Illinois' ability to meet the needs of its residents. Even a one-percent undercount would result in the State losing \$19,557,435 per year for a decade, resulting in a total loss of \$195,574,350. This funding supports key state programs such as Medicaid, Head Start, and infrastructure funds to fix Illinois' highways and bridges.

It's important to mention that every 10 years the census is determines the number of seats Illinois has in the U.S. House of Representatives. Illinois deserves a fair and proportioned representation in the U.S Congress and we need to ensure that happens with an inclusive and accurate census count.



# THE 2020 CENSUS AND CONFIDENTIALITY



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The Census Bureau is required by law to protect any personal information they collect and keep it strictly confidential. Every Census Bureau employee takes an oath to protect your personal information for life. The Census Bureau will NEVER share information with immigration enforcement agencies or law enforcement agencies. By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



**The Census Bureau will NEVER share information with immigration enforcement agencies or law enforcement agencies.**



## HOW THE CENSUS BUREAU WILL INVITE TO RESPOND THE QUESTIONNAIRE?

Almost all households will receive an invitation letter in the mail with instructions for responding to the census online. The invitation will include a unique identification code called a Census ID or User ID. Using the Census ID helps the Bureau keep track of responses and prevent duplication.

However, the Census ID is not required in order to respond online or by telephone. If respondents don't have their Census ID handy, they can use their address instead. The online questionnaire will be available in 13 languages. Paper questionnaires will be available in English and bilingual English-Spanish only.

## WHAT HAPPENS IF HOUSEHOLDS DO NOT RESPOND?

The Census Bureau will send reminder letters to every household that hasn't already responded in April 2020. Eventually they will receive a paper questionnaire. If the household doesn't respond the questionnaire a final reminder will be sent before a visit of a Census Taker.

## HOW TO AVOID THE VISIT OF A CENSUS TAKER?

The best way to avoid being visited at home is to complete your 2020 Census online, by phone, or by mail. At the library, we provide to the community with tools and information they may need to complete the 2020 Census questionnaire in a successful and safe way.

## WHY IS THE LIBRARY THE BEST PLACE TO COMPLETE THE CENSUS QUESTIONNAIRE?

As part of the effort to ensure a fair, accurate and inclusive census count we have developed a program to facilitate to the community the direct access to secure information about the 2020 Census. Also, we can provide a quiet, safe place in the library for persons who may reluctant to open their doors to a census taker. There are several important reasons for people to feel safe completing the census questionnaire in the library:

- ✓ We do not require ID to use computers
  - ✓ We do not save personal information
  - ✓ We have enough computers and FREE Wi-Fi
  - ✓ We can provide technical assistance
  - ✓ All libraries respect a person's right to privacy
  - ✓ We can provide additional information that the community may need; Literacy, referrals, classes, programs etc...
- 

***We are committed to helping our communities achieve a complete count because we serve everyone and we believe that EVERYONE COUNTS.***

### LIBRARY EFFORTS

#### Informational Programs

We are going to develop informational sessions at the library to answer question about the Census and educate the community about the importance of completing the census.

#### Computer Labs

During the census period we will be able to provide reliable computers and internet access, along with providing assistance for persons who have limited technological skills, to facilitate the successful completion of the Census.



**We have included this sample of texts for use in Social Media. This is a good way to start promoting the census among your members or community. Don't forget to use the hashtag #BeCountedWaukegan so we can track and share your posts.**

Did you know that our representation at the Congress depends on the census results? Is our right make us count, we deserve a fair representation in the congress! #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census

In July 2, 2019 the Department of Justice has dropped their efforts to include the proposed citizenship question on the 2020 Census. This important decision reaffirms the significant role of an accurate, fair and inclusive census count in our democracy. #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census



Did you know that the census information determines how \$800 million will be distributed in federal funds for programs like SNAP, Medicare, Head Start and Section 8? Make sure to be counted Waukegan! #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census



Do you dreamed a better future for your children? You can start building better opportunities for them, just make sure they are counted in the 2020 Census! At the library you can complete the 2020 Census questionnaire in a successful and safe way! #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census



Do Immigrants participate in the 2020 Census? YES! Your census responses are safe and secure. The Census Bureau will NEVER share information with agencies like ICE or FBI. At the library you can complete the 2020 Census questionnaire in a safe way! #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census

Did you know that the Census is constitutionally-required and every person living in the United States should be counted REGARDLESS of immigration status or citizenship? #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census

More than the 50% of the Waukegan population are Latinos! The Latino community deserve better access to public and private resources that meet their needs! We need to make sure all Latinos in Waukegan being counted in the 2020 Census. #BeCountedWaukegan #WPL #EveryoneCounts #ILCountMeIn2020 #2020Census

## SOCIAL MEDIA EXAMPLES



WAUKEGAN PUBLIC LIBRARY

putting quality in your life

In Waukegan the 9.19% of the population were young children under age of 5 according to the 2010 Census. They are considered hard-to-count and have been undercounted for decades, disadvantaging their families, communities and neighborhoods. #BeCountedWaukegan #WPL #EveryOneCounts #ILCountMeIn2020 #2020Census



According to the 2010 Census the 19.18% of the Waukegan population were Black or African American. When African-American communities do not have an accurate count, they get less political representation in Congress and private resources become more difficult to access or do not meet their needs. All African Americans in Waukegan deserve an accurate count. #BeCountedWaukegan #WPL #EveryOneCounts #ILCountMeIn2020 #2020Census



The 2020 Census will help the government allocate \$800 billion in federal resources like schools and hospitals. . Our communities must participate to get our share! Sign the pledge that you'll fill out the 2020 Census: <http://ilcountmein2020.org/pledge/> #ILCountMeIn2020 #BeCountedWaukegan #WPL #EveryOneCounts #2020Census



Even without the citizenship question on the 2020 Census, we have a lot of work to get every-one counted next year. Will you sign our pledge to fill out the 2020 Census? <http://ilcountmein2020.org/pledge/> #BeCountedWaukegan #WPL #EveryOneCounts #ILCountMeIn2020 #2020Census

The Supreme Court just ruled against the citizenship question! This is a huge win to ensure every single resident of Illinois is counted in 2020. To prevent an undercount in Illinois, we will continue our work to "get out the count" to ensure that no one in our communities is left behind #BeCountedWaukegan #WPL #EveryOneCounts #ILCountMeIn2020 #2020Census

## ALA, Libraries' Guide to the 2020 Census

<http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/LibrariesGuide2020Census.pdf>

## 2020 Census Official site

<https://2020census.gov/en/what-is-2020-census.html>

<https://2020census.gov/en/about-questions.html>

[https://www.census.gov/newsroom/blogs/director/2018/11/counting\\_everyoneon.html](https://www.census.gov/newsroom/blogs/director/2018/11/counting_everyoneon.html)

<http://censusviewer.com/county/IL/Lake>

<https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?src=bkmk>

## 2020 Census Factsheets

<https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>

<https://www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html>

## GW Institute of Public Policy, Counting for Dollars 2020 Report, Prof. Andrew Reamer

<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/G-WIPP%20Reamer%20Fiscal%20Impacts%20of%20Census%20Undercount%20on%20FMAP-based%20Programs%2003-19-18.pdf>

## The Leadership Education Fund Factsheets

[http://www.georgetownpoverty.org/wp-content/uploads/2017/10/LCEF\\_2020\\_Census\\_Poll\\_Report-Final-002.pdf](http://www.georgetownpoverty.org/wp-content/uploads/2017/10/LCEF_2020_Census_Poll_Report-Final-002.pdf)

<https://nmcdn.io/e186d21f8c7946a19faed23c3-da2f0da/e33ebba15b7e45b7a7ca3024d892a391/files/resources/Will-You-Count-Latinos-in-the-2020-Census-.pdf>

## “Hagase Contar” Toolkit by NALEO Educational Fund

[http://hagasecontar.org/wp-content/uploads/2019/06/SCOTUS\\_Field\\_and\\_Communications\\_Toolkit\\_-\\_6.10.19\\_-\\_6.pdf](http://hagasecontar.org/wp-content/uploads/2019/06/SCOTUS_Field_and_Communications_Toolkit_-_6.10.19_-_6.pdf)

## Census Viewer Tool

<http://censusviewer.com/county/IL/Lake> <http://censusviewer.com/city/IL/Waukegan>

## IL Count me In 2020 Census SCOTUS Response Toolkit

<http://ilcountmein2020.org/wp-content/uploads/2019/06/IL-Count-Me-In-2020-SCOTUS-Response-Toolkit.pdf>

## Illinois Department of Human Services

<http://www.dhs.state.il.us/page.aspx?item=117935>

## Census Counts 2020 SCOTUS Decision Day Toolkit

[https://docs.google.com/document/d/1qrvvh9J1en\\_w4YVULhHDMA29SMwxH0n0YALYJZ-nG7I/edit#](https://docs.google.com/document/d/1qrvvh9J1en_w4YVULhHDMA29SMwxH0n0YALYJZ-nG7I/edit#)