



# The Road to 2020

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Power



Planning




Funding

## 2020 Census Overview.

- **Easy**
  - Respond by internet, by phone, or by mail.
- **Safe and Confidential**
  - Data protected under Title 13 of U.S. Code
  - No information released to any government agency, including FBI, IRS, ICE, Welfare Agency, etc.
- **Important**
  - Political Representation: Constitution, Art. I, sect. 2
  - Information for the Future
  - Money for Projects: \$675 billion/year

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# Growing AIAN Communities.

American Indian and Alaska Native communities are among the fastest growing and youngest segments of the American population.



**Growth Estimate, 1 April 2010 – 1 July 2018: + 735,100 persons; 12%**

**United States total growth: 6% over same period**

Source: American Fact Finder, "Estimates of the Components of Resident Population Change by Race and Hispanic Origin for the United States: April 1, 2010 to July 1, 2018." U.S. Census Bureau, Population Division. June 2019.



**Median Age, 1 July 2018: 31.0 years old (national: 38.2 years old)**

**Under 5 years old estimate, 1 July 2018: 8.1% (national: 6.2%)**

**Under 18 years old estimate, 1 July 2018: 29.1% (national: 22.4%)**

Source: American Fact Finder, "Annual Estimates of the Resident Population by Sex, Age, Race Alone or in Combination, and Hispanic Origin for the United States and States: April 1, 2010 to July 1, 2018." U.S. Census Bureau, Population Division. June 2019.

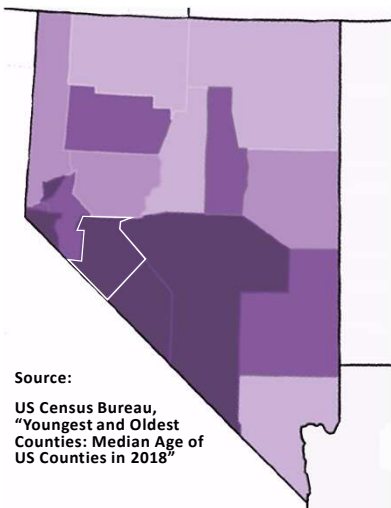
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# Walker River Reservation, Nevada.



Source:  
US Census Bureau,  
"Youngest and Oldest  
Counties: Median Age of  
US Counties in 2018"

**Northern Paiute tribe; 325,000+ acres over 3 counties**

**National Median Age: 37.8 years \***

- **Mineral County: 46.1 years (± 6.9 years)**
- **Hawthorne CDP: 52.2 years (± 6.0 years)**
- **Schurz CDP: 28.2 years (± 4.3 years)**
  - **Under 18: 28.9% (± 7.9%) – nat'l average: 22.9%**
  - **Under 5: 6.7% (± 3.3%) – nat'l average: 6.2%**
  - Similar pattern to other AIAN communities

\* Source: US Census Bureau, 2017 American Community Survey 5-Year Estimates Data Profiles, Table DP05

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## Undercounts and Consequences.

American Indians and Alaska Natives living on reservations had an undercount of **4.88%** in the 2010 Census—double the rate of the next undercounted population.

Another heavily undercounted group is children under 5—**almost 5%** undercount in the 2010 Census. This is an additional concern for younger AIAN communities.

**Undercounting your population can have serious consequences for the next 10 years:**

- Denies your tribe money to which it is entitled due to population size.
- Reduces political representation in Congress, state, and local legislative bodies.
- Leads to poor judgments in planning community services, public facilities, and in locating new business enterprises.

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## Census Day – 1 April 2020.

Self-Response is the best means of decreasing undercounts, increasing accuracy, and reducing costs—but requires informing people of importance and process.

**Questionnaires for Self-Response will be available starting in March 2020, by means determined by geographical location and accessibility.**



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- **Mailings:** Multiple notices will be mailed to households receiving mail at residence.
- **Update Leave:** Census employees will leave Questionnaires at residences with PO Boxes or RFD addresses.
- **Update Enumerate:** Remote areas (Alaska) will received direct visits.

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## Easy – Multiple Ways to Respond.



### INTERNET

Available March-  
June 2020



### PHONE

English and 12  
other languages



### PAPER

Short-form  
questionnaire



**IN PERSON:** Home-bound and those not self-responding by the end of April 2020 will be visited during **Non-Response Follow Up (NRFU)** in May and June 2020.

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## Safe and Confidential.

All respondent information is protected under Title 13 and Title 26 of the U.S. Code.

- 2020 Census will **NOT** collect Social Security numbers, bank accounts, or other financial information. **PLEASE REPORT PEOPLE ASKING FOR THESE IMMEDIATELY.**
- All data is reported only in statistical, aggregated form.
- Personal data **NOT** given to other government agencies—ICE, IRS, FBI, HUD, Welfare.
- Records are kept confidential for 72 years (Title 44, U.S. Code).
- Census Bureau employees swear lifelong oath to protect respondent information.
- Violations of oath result in up to \$250,000 fine and up to 5 years in jail.

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# 10 Questions, 10 Minutes, 10 Years.



The 2020 Census Questionnaire will have 10 questions for Person # 1, who completes the form.

- Questions will focus on basic demographic information: age, sex, relationship, ethnicity, race.
- About 10 minutes per person to complete.
- Up to 10 persons can be recorded on paper form. Households with more than 10 persons should use internet or phone forms.
- NO financial information requested on 2020 Census.

<https://2020census.gov/content/dam/2020census/materials/partners/2019-08/2020-informational-questionnaire.pdf>

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# 2020 Census Question on Race.

An individual's response to the 2020 Census race question is based upon self-identification.

- Since 2000, multiple races can be selected by an individual.
- Tribal Identity can be added in write-in box below race.

7. What is this person's race?  
Mark  one or more boxes AND print origins.

White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.

Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopian, Somali, etc.

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc.

Chinese  Vietnamese  Native Hawaiian

Filipino  Korean  Samoan

Asian Indian  Japanese  Chamorro

Other Asian – Print, for example, Pakistani, Cambodian, Hmong, etc.

Other Pacific Islander – Print, for example, Tongan, Fijian, Marshallese, etc.

Some other race – Print race or origin.

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## 2020 Census Question on Race.

An individual's response to the 2020 Census race question is based upon self-identification.

- Since 2000, multiple races can be selected by an individual.
- Tribal Identity can be added in write-in box below race.
- No one will demand tribal enrollment card or CDIB certificate.
- Only tribal governments determine official members; self-identification does not replace tribal sovereignty.

American Indian or Alaska Native – Print name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mayan, Aztec, Native Village of Barrow Inupiat Traditional Government, Nome Eskimo Community, etc. ↕

- Write-in form will capture up to 200 characters.
- Up to 6 tribal identities can be reported.
- Encourage use of official tribal name—although Census can code common variants.

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## Tribal Leadership in Outreach.

Your tribe takes leadership communicating to your people that the 2020 Census is coming—and participation is easy, safe, and important.

The Census Bureau is ready to help you, but you speak for and to your people.

**Tribal Liaisons: A vital first step is appointing Tribal Liaisons, single points of contact between your tribe and the Census Bureau.**

- Point-of-Contact with Census Bureau; reduces communication overload.
- Can advise Tribal Council on Census issues in partnership with Census Bureau.
- Identify tribal partners for Census Bureau, as well as opportunities to talk with them.
- Can coordinate with Census personnel for access to tribal lands.

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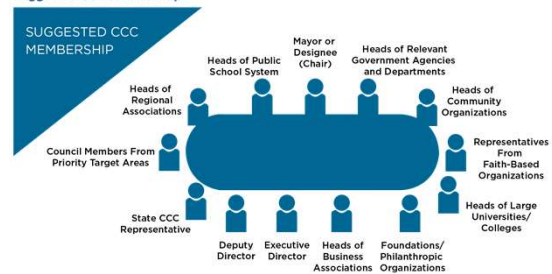
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# Tribal Complete Count Committees.

Proven effective in increasing counts by engaging local leaders and gatekeepers. Can be as small as two people.

- Tribal Council Member(s)
- Health Clinic Representative
- TERO/Human Resources Representative
- Housing Representative
- School Representative
- Daycare / HEAD Start Representative
- Cultural Representative

Figure 1.  
Suggested CCC Membership



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# Getting a Complete Count.

Many easy things which a Tribal Complete Count Committee can do:

- Appoint Tribal Liaison to be contact between tribe and Census Bureau.
- Tribal Council Proclamation supporting 2020 Census.
- Identify Partners for and Barriers to a Complete Count and identify solutions.
- Follow / Participate in State and County CCCs.
- Talk about 2020 Census in meetings, newsletters, and social media.
- Direct Census questions to reliable sources to stem rumors.
- Host Census events such as public forums or job fairs.

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## Education, Awareness, Motivation.

In order to get Self-Response rates up, the Census Bureau is dedicated to an Education, Awareness, and Motivation campaign to work with community leaders, gatekeepers, and partners to count everyone once, only once, and in the right place.

### The 2020 Census Communication Phases

Education Phase – 2018-2019

Awareness Phase – April 2019 – March 2020

Motivation Phase – March – May 2020

Reminder Phase – May – July 2020

Thank You Phase – Starts July 2020

We are looking at multiple ways to reach out to communities during these periods; messaging will be customized to community.

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## Census Support for Tribal CCCs.

The Census Bureau has a number of ways to support Tribal CCCs:

- Tribal Partnership Specialists act as liaisons and trainers—but not managers.
- Tribal Partnership Specialists can also hold public education events or host exhibits.
- My Tribal Area: Access to current Census data about your area.
- 2020Census.gov: Information source for all 2020 Census data.
- Partnership Resources: Flyers and information on a range of topics, including social media guides, graphics, and sample messaging.
- Customizable Flyers: Present your message your way.

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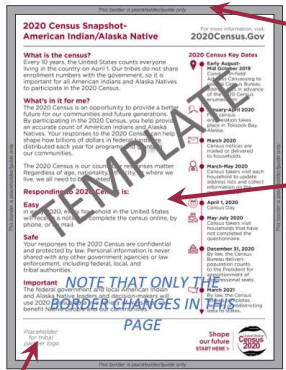
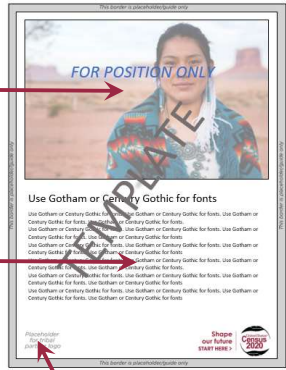
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# Tribal Customizable Flyers

Customizable or “drop-in” flyers allow tribes to present Census information in a distinctive way to encourage participation.

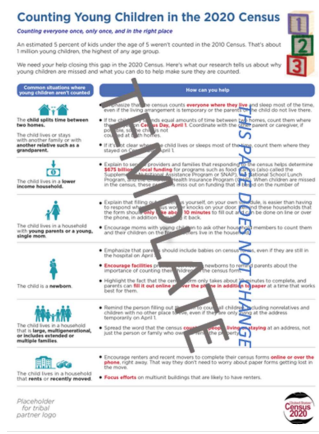
Customize Photos  
Customize Message  
(Example: Council Proclamation)



Customize Border  
Census Bureau Information  
(do not change)

# “Please don’t forget to count me.”

Children’s activity customizable flyer.



## 500,000 Census Jobs

We are accepting applications now for Peak Operations (March-June), with hiring starting in January 2020.

- Over 18 years old
  - U.S. Citizen
- Pass background check

**Recruiting Information:**  
**1-855-JOB-2020**  
**[www.2020census.gov/en/jobs](http://www.2020census.gov/en/jobs)**

**Waivers available for SNAP, HUD, TANF**

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I CAN  
**BE A CENSUS TAKER**



I CAN  
**BE A CENSUS TAKER**



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## 2020 Census Resources

- Main Website  
[www.2020census.gov](http://www.2020census.gov)
- Partner Resources  
<https://2020census.gov/partners/promotional-materials.html>
- My Tribal Area  
[www.census.gov/tribal](http://www.census.gov/tribal)
- Recruiting Information  
[www.2020census.gov/jobs](http://www.2020census.gov/jobs)  
**1-855-562-2020 (1-855-JOB-2020)**
- NCAI—Indian Country Counts! Campaign  
[www.indiancountrycounts.org](http://www.indiancountrycounts.org)

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# Thank You

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