

Libraries & The 2020 Census

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Why does the census matter for libraries?

- Representation
 - Elected officials
 - Electoral College
- \$800B in funding for programs and services
- Federal funding for libraries (LSTA)
- Community planning

Libraries & The 2020 Census

Simply put, an undercount will leave impacted communities with fewer resources, both financially and in terms of representation.

We have a vested interest in ensuring a complete count.

Hard-to-Count Populations

Hard-to-Count (HtC) populations are those that present a challenge to complete count efforts for a variety of (totally understandable) reasons:

- Age
- Race
- Class
- Transience

Hard-to-Count Populations

HtC counts specifically include:

- Children below the age of five
- Complex households (e.g. blended families)
- Cultural and linguistic minorities
- Those displaced by disaster
- People with low incomes
- People experiencing homelessness
- People with less access to internet technologies
- People who distrust the government

Hard-to-Count Populations

- People with disabilities
- People without a high school diploma
- Racial and ethnic minorities
- Renters
- Undocumented or recent immigrants
- Young, mobile people

Hard-to-Count Populations

If you are curious about HtC communities in your service area, see <https://www.censushardtocountmaps2020.us/>.

Credit for this work belongs to the CUNY Mapping Service at the Center for Urban Research, CUNY Graduate Center.

HTC 2020

What is "HTC?"

Share map

Print

MORE INFO v

Q SEARCH BY: ADDRESS/LOCALE Brooklyn, NY, USA

TRACT ST./CO. CONGRESS STATE LEG.

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

Prioritize hard-to-count communities for your Get Out the Count campaign

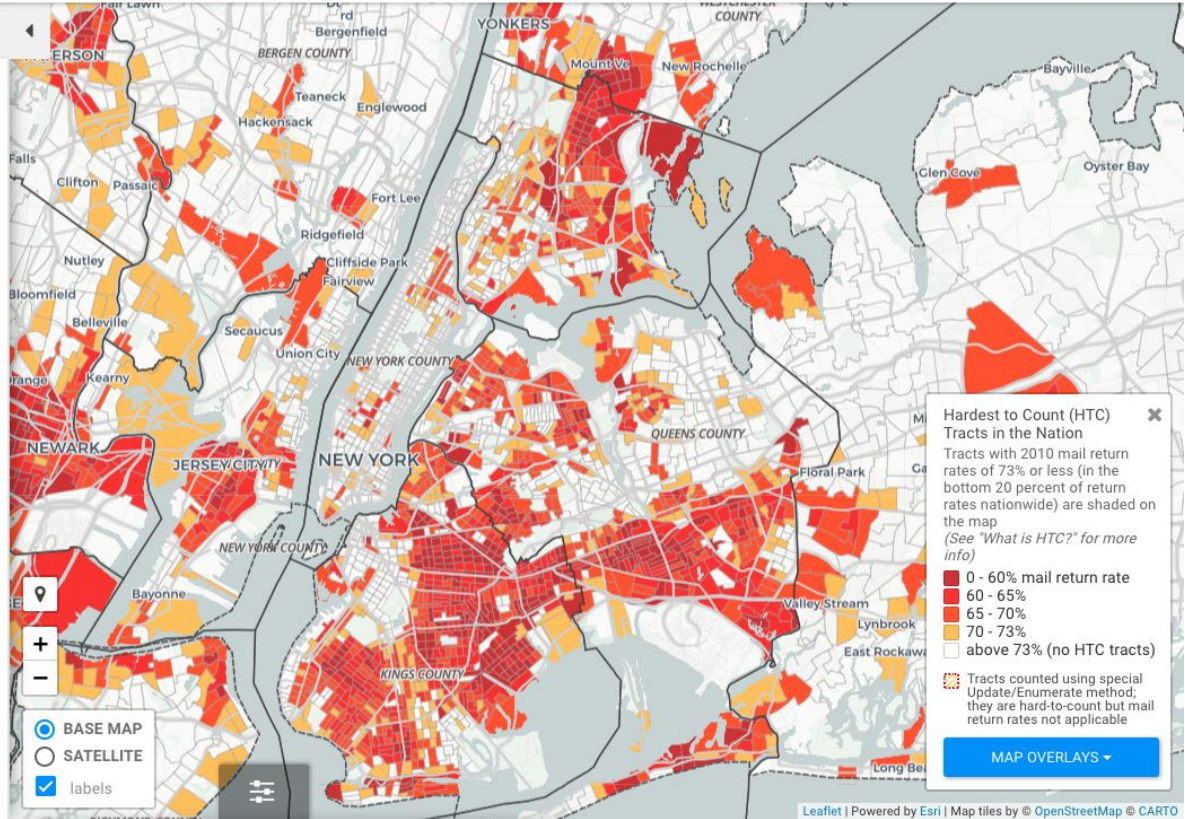
- You can zoom to any area in the country and the map will highlight the local hard-to-count tracts and provide details about how much of the area's population may be at risk of an undercount. You can also view local resources in hard-to-count areas such as public library branches.

Search by census tract, address, ZIP Code, landmark, county, state, or legislative district

- The map color-codes the hardest-to-count tracts in the country. You can click on or tap any tract (or search by address) to find out important population information, such as:
 - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract may require more costly in-person follow up by the Census Bureau in 2020); and
 - How much of the tract is populated by groups that are at risk of being undercounted, such as children under 5, households with poor internet access, recent immigrants, and more.

Enhance your educational campaign supporting an adequate Census budget

- When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.



Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map
(See "What is HTC?" for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

Tracts colored using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

MAP OVERLAYS v

Reaching HtC Communities

The Census Bureau is creating mechanisms that meet the needs of HtC communities:

- Online form to be presented in 13 languages
- Census Questionnaire Assistance will be in 15 languages
- 2020 form will allow people to self-identify their race and ethnicity
- Households will be able to report same-sex relationships
- Instructions will encourage count of young children

Reaching HtC Communities

The Census Bureau is working on outreach strategies to meet the needs of HtC populations:

- Creating guides in 59 languages, including American Sign Language
- Recruiting employees familiar with neighborhoods with a HtC populations
- Working with community partners as “trusted voices”
- Opening Area Census Offices in or near HtC communities

Reaching HtC Communities

Libraries are reaching HtC communities by:

- Participating in Complete Count Committees
- Preparing for increased use of library computers
- Educating communities about misinformation, disinformation, and scams
- Providing information about census participation

Reaching HtC Communities

Here's what else you can do to help:

- Host census-related programs
 - Community discussions
 - “Know your rights” events
 - Invite a Census Bureau employee to speak
- Include facts about the census in your marketing materials
- Attend an LCCC workshop

For more information...

Visit the Library Complete Counts Committee's LibGuide:

libguides.senylrc.org/Census2020

Thank you

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