2020 Census: Hard to Count Communities

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At Stake for the 2020 Census

- Congressional Apportionment
- State and Local Redistricting
- Data Quality
- Economic Development
- $1.5 Trillion in Annual Federal Funds
NEW MEXICO

In FY2016, New Mexico received

$7,816,466,854

through 55 federal spending programs
guided by data derived from the 2010 Census.

The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

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2020 Census Concerns

- Distrust of Government
- Lack of Civic Engagement
- Data Confidentiality (Real and Perceived)
- Information Technology Systems Readiness
- Low Unemployment
Hardest to Count Communities

Most at Risk:
- Renters
- Immigrants
- Children 0-4
- Hispanics
- Native Americans
- African-Americans
- Impoverished
- Remote and Rural Areas
- Transients
- Non-Traditional Households

New Mexico’s Hardest to Count Communities
Ensuring an Accurate Census Count in New Mexico

Three ways to partner with the Census Bureau to help ensure an accurate count:

✓ #1 Improve the Census Bureau’s address list

➢ #2 Motivate everyone to respond

➢ #3 Encourage New Mexicans to apply for Census jobs
#1 Improve the Census Bureau’s Address List

Local Update of Census Addresses Program (LUCA)

- 63,918 New Mexico residential housing units were added to the Census Bureau’s Master Address File
  - 2nd highest percentage of housing units added by state
#2 Motivate Everyone to Respond

- Governor Lujan-Grisham’s New Mexico 2020 Statewide Complete Count Commission

- 33 Counties have established a Complete Count Committee

- 23 Tribes have established a Complete Count Committee

- Municipal governments and NGO CCCs have been established throughout New Mexico
Unique Populations, Unique Strategies

- Unique strategies are necessary to educate and motivate 2020 Census response from NM’s many unique populations such as:
  - Colonias along southern border
  - Land Grant communities
  - Transient oil field workers
  - Temporary refugees
  - Sheik community in Española

- Housing shortages in some parts of NM have many residents in non-traditional living arrangements
  - Man Camps
  - Extended hotel stays
  - RVs
  - Doubling Up/Couch Surfing - Everyone in the house needs to be counted!

“If people express to you that they are unsure if others in their home completed the 2020 Census and included them, you should advise them to complete the 2020 Census on their own and include everyone living in their household (children, non-relatives, and other families), even if they think others may have already responded. The Census Bureau has processes in place to resolve duplicate submissions.”

2020 Census Residence Criteria and Residence Situations

- Census Act of 1790 established the concept of “usual residence”
- Usual residence is defined as the place where a person lives and sleeps most of the time
- Usual residence is not necessarily the same as the person's legal or voting residence.
- Determining usual residence is straightforward for most people.
- Not straightforward for:
  - Homeless
  - College students
  - Military Personnel
  - People in Hospitals
  - Recent migrants or movers (Domestic or International)
  - People with a seasonal or second residence
  - Children in shared custody arrangements
  - Man camp residents

Source: https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html
2020 Census Residence Criteria and Residence Situations

- Six page document addresses virtually all living situations
- Must be alive and residing in U.S. on April 1, 2020
- In almost every individual case, the following applies:
  - “Counted at the residence where they live and sleep most of the time.”
  - “If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.”

Available at: https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html
#3 Encourage New Mexicans to Apply for Census Jobs

- The Census Bureau must hire about 4,000 enumerators throughout New Mexico.
- The most effective enumerators live in the communities they are counting.
- Low unemployment in many places means the Census Bureau must attract a non-traditional workforce.
- Encourage retires, students, second job seekers, and New Mexicans who live in hard-to-count communities to apply.
#3 Encourage New Mexicans to Apply for Census Jobs

- Work is centered around March - June, 2020
- Full-Time, Part-Time, Flexible Schedules
- Pay rates for census enumerators
  - $16.00-$17.50 per hour range for New Mexico
  - $13.50-$30.00 per hour range for U.S.
The Census Bureau will invite households to participate in the 2020 Census in the following ways:

- **Internet First mailing (English)**
  Households in light purple areas will receive a mailing (in English) explaining how to submit census responses online or by phone. The letter will provide a unique ID for each household’s address, asking the household to go online to complete the census questionnaire (or call in their responses by phone).

- **Internet Choice mailing (English)**
  Households in light green areas will receive a mailing that will include a paper version of the census questionnaire (English-only), as well as online instructions and a unique ID for online/phone response. This will give the household the choice of filling out and mailing back the paper questionnaire or by going online or calling in their census responses.

- **Internet First mailing (bilingual)**
- **Internet Choice mailing (bilingual)**
  Households in the dark purple or dark green areas will receive a bilingual mailing in Spanish and English that will either provide information on filling out the census form online, or will provide the paper questionnaire plus online/phone instructions.

- **Hand-delivered packet (Update/Leave)**
  Census Bureau staff will visit households in areas highlighted in yellow in order to update the address and hand-delivery (i.e., leave) a census packet at the doorstep. The packets will include a paper version of the census questionnaire, as well as online instructions and a unique ID for online response. Householders can then submit their census information either online or by phone, or by mailing back the questionnaire.

- **Counted in-person (Update/Enumerate)**
- **Counted in-person (Remote Alaska)**
  Households in these areas will be counted directly in person. This primarily occurs in rural areas that are easier to contact in person rather than by mail (known as Update/Enumerate), as well as the rural parts of Alaska. In these areas a census taker visits each housing unit to update its address and enumerate its residents.

**Note:** All mailed invitations will include a Language Assistance insert with instructions in English plus 12 other languages for calling a phone assistance line with questions or to provide your responses right over the phone.

For more information, please visit: [https://www.CensusHardtoCountMaps2020.us](https://www.CensusHardtoCountMaps2020.us)
Questions???