

# Census 2020:

*Why getting it right matters  
(a lot!)*

January 23, 2019



COALITION ON HUMAN NEEDS



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# Deborah Weinstein

**Deborah Weinstein** has been executive director of the Coalition on Human Needs since 2003. Before that she was director of the Family Income Division at the Children's Defense Fund. Debbie has been helping advocates use Census and other data to combat poverty and hardship for more than two decades.



# Mary Jo Hoeksema

**Mary Jo** is the Director of Government Affairs for the Population Association of America and Association of Population Centers and has co-directed The Census Project since 2008. Before that, she worked at the National Institutes of Health, as the Legislative Officer at the National Institute on Aging, and as the Special Assistant to the Director of the NIH Office of Policy of Extramural Research Administration. She served as a Legislative Assistant for Congresswoman Rosa DeLauro and Legislative Correspondent for U.S. Senator Jeff Bingaman.



# Corrine Yu

**Corrine Yu** is senior program director, special projects, for The Leadership Conference on Civil and Human Rights and The Leadership Conference Education Fund. Ms. Yu previously served as The Leadership Conference and The Education Fund's managing policy director, as director of special projects, and as director of education.





# Beth Lynk

**Beth Lynk** is director of the Census Counts Campaign at The Leadership Conference on Civil and Human Rights and The Leadership Conference Education Fund. In this role, she is responsible for leading the campaign to ensure that the upcoming 2020 census is fair and accurate.

Before joining The Leadership Conference and The Education Fund, Lynk was the associate director of federal communications for Planned Parenthood Federation of America and Planned Parenthood Action Fund.



# Deborah Stein

**Deborah Stein**, who became the first leader of the Partnership for America's Children in 2015, has more than 30 years of experience in policy analysis and advocacy on behalf of vulnerable children and their families. She is a nationally recognized child advocate and strategic communications expert who is passionate about improving children's lives through better public policy.




# Why an accurate count matters

- ▶ **Democracy**
  - ▶ **Money**



# Money = Services



300 federal programs  
allocate more than **\$800  
billion/year** based on  
census-derived statistics.

Source: Andrew Reamer, *Counting for Dollars 2020*; calculations  
based on FY2016 data

# 2010 Census Percent Net Undercount by Age, Sex, and Tenure

	Net Undercount Rate
U.S. Total	0.01
Young Children (age 0 to 4)	-4.60
Elderly (age 60+)	1.75
Males	-0.83
Females	1.08
Renters	-1.09
Home-Owners	0.57
Source: U.S. Census Bureau	
Note. In this table undercounts are denoted by a minus (-) sign.	

Thanks to  
William O'Hare

2010 Census Estimates of Percent Net Undercount by Race and Hispanic Origin

	Net Undercount Rate
U.S. Total	0.01
Non-Hispanic White Alone	0.83
White*	0.54
Black*	-2.06
Hispanic	-1.54
Asian*	0
American Indian and Alaskan Native*	-0.15
On Reservations	-4.88
Indian Areas Off Reservations	3.86
Balance of U.S.	0.05
Native Hawaiian and Pacific Islander*	-1.02
Black Males age 30-49	-10.02
Hispanic Males age 30-49	-5.12
* Race Alone or in Combination	
Source: U.S. Census Bureau	
Note. In this table undercounts are denoted by a minus (-)	

Don't count everyone?  
It's gonna cost you.

*What are*

**\$292 million**

**\$222 million**

**\$178 million**

**\$139 million**

**?**



## How much 4 states would have lost with 1% greater undercount in 2010 – in Medicaid, CHIP, foster care, adoption, child care

**Texas: - \$292m**

(if 251,456 people missed;  
**\$1,161** per person missed)

**Florida: - \$178m**

(if 188,013 people missed;  
**\$946** per person missed)

**Penn: - \$222m**

(if 127,024 people missed;  
**\$1,746** per person missed)

**Ohio: - \$139m**

(if 115,365 people missed;  
**\$1,206** per person missed)

Source: Andrew Reamer, *Counting for Dollars 2020*

# Why?

## FMAP

- ▶ States with lower per capita income get a higher Federal Medical Assistance Percentage (FMAP) payment.
- ▶ 37 states have higher FMAP than the minimum 50%.
- ▶ If the census misses some of its people, a state's per capita income will rise, and FMAP goes down.
- ▶ In FY15, 5 programs delivered **\$286.1b** to states.



**Other ways an undercount loses service dollars:**

**The decennial count is the sampling frame for surveys that count income/poverty.**

**Grants to states based on poverty, children, and other demographics:**

- ▶ **Title I** (K-12 school aid in low-income communities) = \$14.36b
- ▶ **Housing Choice Vouchers** = \$19.39b
- ▶ **IDEA** (special ed) = \$11.78b
- ▶ **LIHEAP** (heating, cooling) = \$3.35b
- ▶ **WIC** = \$6.38b
- ▶ **Rural Rental Assistance** = \$1.33b

(in FY 2016 funding)

# Help with what you need to know and what you need to do

- ▶ Funding needed for an accurate Census
- ▶ Citizenship question?
- ▶ Nationwide effort to count everyone
- ▶ Special efforts to ensure that children are counted

## **Resources:**

- ▶ Leadership Conference: [www.civilrights.org/census/](http://www.civilrights.org/census/)
- ▶ CHN: [www.chn.org/proj/census/](http://www.chn.org/proj/census/)
- ▶ Partnership for America's Children:  
[www.countallkids.org](http://www.countallkids.org)
- ▶ The Census Project: [www.thecensusproject.org](http://www.thecensusproject.org)

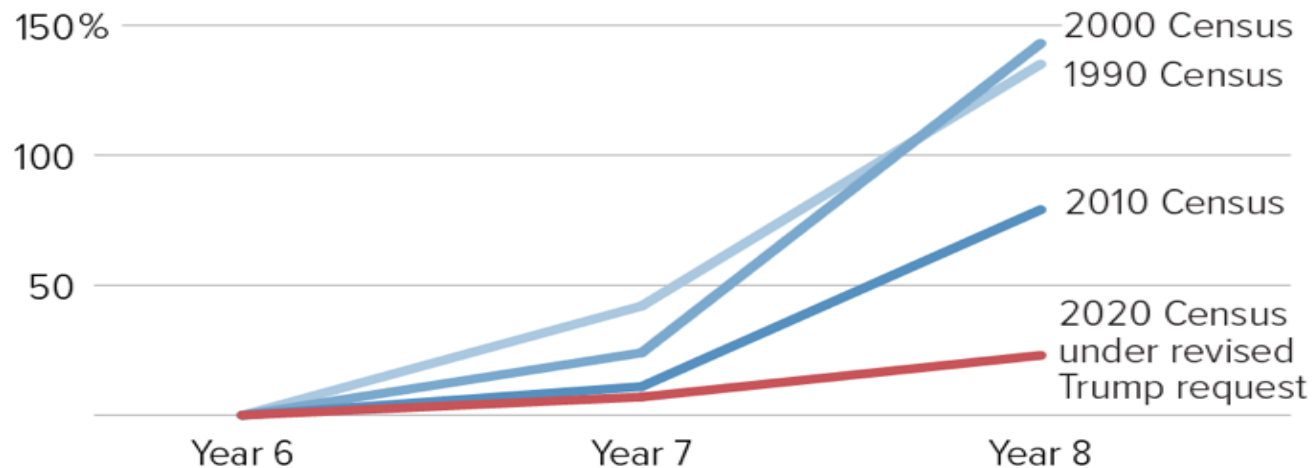


**Census 2020 Update:  
Mary Jo Hoeksema  
Co-Director, The Census Project  
Coalition on Human Needs  
January 23, 2019**

# Funding Ramp Up to 2020 Census

## Proposed Increase in 2018 Census Bureau Funding Far Less Than in Previous Decennial Census Cycles

Change in Census Bureau budget relative to year 6 of each decade



Note: All years are fiscal years. Figures show discretionary budget authority in each year of the decade relative to that in the sixth year, not adjusted for inflation.

Source: CBPP based on Office of Management and Budget, enacted appropriations, and October 12, 2017 testimony by Commerce Secretary Ross.

CENTER ON BUDGET AND POLICY PRIORITIES | CBPP.ORG

***Fun Fact: At least 60 percent of decennial census life cycle spending occurs in the last two years.***



# FY 2019 Census Bureau Snapshot

- **Fiscal Year 2019**

- Administration's request--\$3.801 billion
- House proposal, H.R. 5952
  - \$4.799 billion
  - \$1.6 billion forward funding in FY 2020
- Senate proposal, S. 3072
  - \$3.821 billion and no forward funding in FY 2020
- H.R. 648, Consolidated Appropriations Act
  - \$3.821 billion and no forward funding in FY 2020
  - Supportive report language

# Census Stakeholders Request

- **FY 2019--\$4.456 billion**
  - \$3.648 billion for 2020 Census Preparations
    - \$314.2 million contingency fund
    - \$100 million for expanded communications activities
    - \$62.5 million to increase partnership staff
    - \$32.9 million to add Questionnaire Assistance Centers
  - **Support funding and report language in H.R. 648**
  - **Looking ahead to FY 2020 request**



# Looking Ahead: New Faces, Reliable Champions

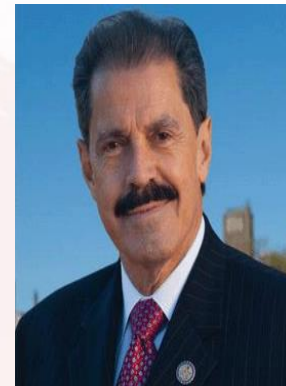
**Ms. Karen Dunn Kelley, Deputy Secretary of Commerce**

**Dr. Steven Dillingham, Census Bureau Director**



**House Census Caucus**

**New Leadership on Commerce,  
Justice, Science Appropriations  
Subcommittee**



# Census Bureau Status 2019 Shutdown

- FY 2018 carry over funding
  - \$1.056 billion funding ongoing 2020 Census operations
  - Funds expire as early as end of January as late as April
- Conduct certain reimbursable surveys
  - Current Population Survey
  - National Health Interview Survey
- Not occurring
  - American Community Survey
  - Economic Census
  - SIPP



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# The Census Project

## Stay informed:

- <https://www.census.gov/programs-surveys/decennial-census/2020-census.html>
- [www.thecensusproject.org](http://www.thecensusproject.org)
- [www.civilrights.org](http://www.civilrights.org)
- @hansilowang

Mary Jo Hoeksema  
[maryjo@popassoc.org](mailto:maryjo@popassoc.org)



# ***Census 2020: Why Getting it Right Matters***

The Leadership Conference on Civil and  
Human Rights and The Leadership  
Conference Education Fund

*January 23, 2019*

# Citizenship Question

- DOJ sent letter to Acting Census Director Ron Jarmin on December 12, 2017
- Secretary Ross announced decision to add the CQ on March 26, 2018
- Anti-immigrant hardliners at highest levels worked with Ross to make this happen, turning census into a tool to further the Trump administration's anti-immigrant and anti-immigration agenda
- Decision had been made by May 2017, without thought to consequences success and accuracy of census, scientific integrity, or public knowledge

# Seven Lawsuits Filed in Response

- [California v. Ross](#) (U.S. District Court for the Northern District of California)
- [City of San Jose v. Ross](#) (U.S. District Court for the Northern District of California)
- [New York v. United States Dep't of Commerce](#) (U.S. District Court for the Southern District of New York)
- [New York Immigration Coal. v. United States Dep't of Commerce](#) (U.S. District Court for the Southern District of New York)
- [Kravitz v. United States Dep't of Commerce](#) (U.S. District Court for the District of Maryland)
- [La Union Del Pueblo Entero \(LUPE\) v. Ross](#) (U.S. District Court for the District of Maryland)
- [Electronic Privacy Information Center v. United States Dep't of Commerce](#) (U.S. District Court for the District of Columbia)



# Status of Lawsuits

- **NY cases:**
  - Trial concluded in November 2018.
  - District court ruled in favor of plaintiffs on January 15, 2019.
- **CA cases:**
  - Trial concluded in mid-January 2019.
- **MD cases:**
  - Trial began on January 22, 2019.
- **DC case:**
  - February 8 hearing set.

# NY Decision

- **Plaintiffs:**
  - (1) Coalition of eighteen states and the District of Columbia, fifteen cities and counties, and the United States Conference of Mayors; and
  - (2) Coalition of non-governmental organizations
- **Defendants:**
  - Department of Commerce; Secretary Ross; the Bureau of the Census; and the Director of the Census.

# NY Decision

- **Claims:**
  - (1) Decision to add CQ violated the Administrative Procedure Act (“APA”), which, among other things, prohibits federal agencies from acting in a manner that is arbitrary and capricious or not in accordance with law;
  - (2) NGO plaintiffs claim decision violated the Due Process Clause of the Fifth Amendment because it was motivated in part by invidious discrimination against immigrant communities of color.

# NY Decision

- Vacates the Secretary's decision to add a CQ, and enjoins the Commerce Department from asking about citizenship on the 2020 census
- Opinion identifies more than a dozen defects in Secretary Ross's decision – *each* of which standing alone, Judge Furman said, would independently provide a basis for setting aside the CQ.

# Standing (Harms)

- Would states, cities, and the nonprofit groups be harmed by a CQ and therefore could sue to challenge it?
- Opinion: Demanding citizenship information on the census would reduce participation by noncitizen, immigrant, and Hispanic families, and that “Hundreds of thousands -- if not millions -- of people will go uncounted in the census if the citizenship question is included”
- CQ would lead to lower quality data that would harm critical state and local interests.
- CQ would injure plaintiffs’ entitlement to federal funds, weaken representation in Congress, and undermine cities’ share of political power within their states.

# Administrative Procedure Act Violations

- The APA requires a court to set aside federal agency action if it is “arbitrary and capricious” or “not in accordance with law.”
- “Secretary Ross ignored, cherry-picked, or badly misconstrued the evidence in the record before him”; and the Court found “a veritable smorgasbord of classic, clear cut APA violations”

# Not in Accordance with Law

- Violated 6(c) of the Census Act (*use of administrative records instead of direct inquiries where feasible*)
- Violated 141(f) of the Census Act (*obligation to report subjects and questions to Congress, and to report again to Congress if “new circumstances” require a change*)



# Arbitrary and Capricious

- Ross’s “explanations for his decision were unsupported by, or even counter to, the evidence before the agency”
- “Failed even to consider” whether collecting this new information was necessary
  - Has never been needed for VRA enforcement at any point since 1965
  - Didn’t conduct any analysis at all of the DOJ request
- Departed from longstanding Census Bureau practice and then took “active steps to downplay, if not conceal, them from scrutiny”

# Rationale was Pretextual

- Ross' real reason was something other than VRA enforcement
  - “the Court can and does infer from the various ways in which Secretary Ross and his aides acted like people with something to hide that they *did* have something to hide”

# Equal Protection Clause

Rejected the NGO plaintiffs' claim of intentional discrimination (because not enough evidence of actual motives – even though there was evidence that the stated reason was not the *real* reason)

# Remedy

- Vacates Ross' decision to add the CQ
- Blocks defendants from implementing Ross' decision or from adding a question to the 2020 Census form without the curing the legal defects in the opinion

# Congressional Role

- The opinion goes out of its way to emphasize Congress's role and equities
  - Section 6(c)
  - Section 141
- Ross's congressional testimony (to Reps. Meng, Serrano, Chu, Sen. Leahy) was "materially inaccurate"
- The information Commerce sent to Congress in March 2018 was "materially misleading"

# Next Steps

- Supreme Court
  - Oral argument on 2/19 cancelled– would have involved discovery and Ross deposition
  - Federal government is now asking SCOTUS to quickly take up the appeal
- Second Circuit
  - DOJ has filed notice of appeal in Second Circuit

# What Can Congress Do

- Legislation to block the Census from including a CQ
  - 2020 Census IDEA Act
- Oversight was critically important – the 2018 hearings were a key part of the factual record in the case
- Ongoing oversight in the House could be even more important
  - Sec. Ross has agreed to appear before House Committee on Oversight and Reform on 3/14



# Thank you!

Corrine Yu  
[yu@civilrights.org](mailto:yu@civilrights.org)

# ***Census 2020: From Here to 2020***

The Leadership Conference on Civil and  
Human Rights and The Leadership  
Conference Education Fund

*January 23, 2019*



Beth Lynk, Census Counts Campaign  
Director, Leadership Conference on Civil  
and Human Rights



# Census Counts Campaign

- More than 15 national partners
- Community based organizations in more than 30 states
- Resources and information sharing at [censuscounts.org](https://censuscounts.org)



[RESOURCES](#) [PARTNERS](#) [GET INVOLVED](#)

## Census Resources

### Search

### Filter

Topic

Type

All

All

SHOWING RESULTS: 53 OF 53

#### Census 101

State Voices

Download 

#### 2020 Census: Reaching An Accurate Count

Arab American Institute Foundation

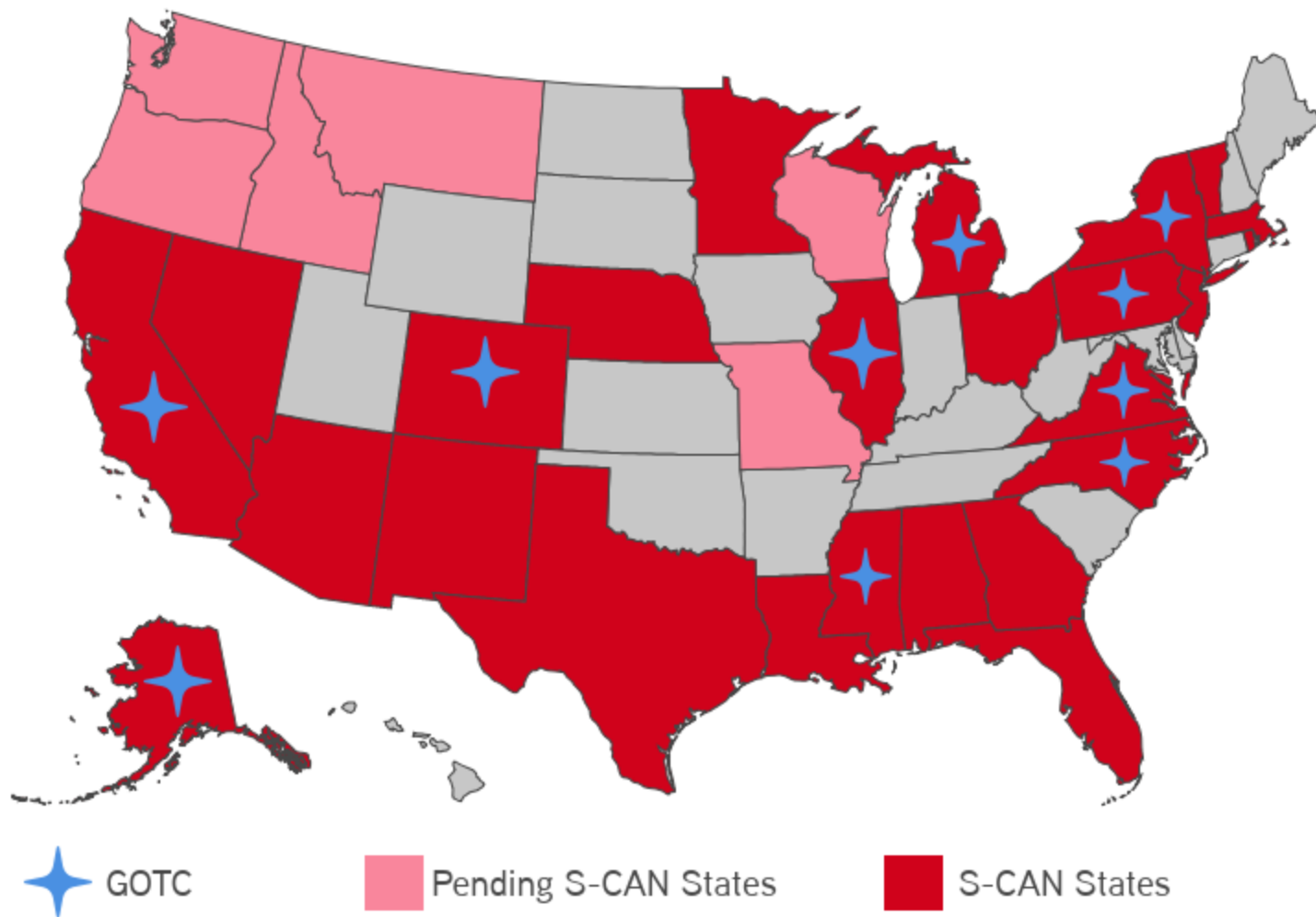
Download 

#### Arab American Demographics Factsheet

Arab American Institute Foundation

Download 

# States Count Action Network



Are you doing state work? Join S-CAN to connect with your state network and receive updates and resources.

# General Timeline

## **Phase 1 – Now to Oct: Awareness and Preparation**

- ✓ Setting up complete count committees
- ✓ Securing State Funding
- ✓ Outreach to Census partnership specialists
- ✓ Census Hiring
- ✓ Building your in state coalition

## **Phase 2 – Oct to April 2020: Engagement and GOTC**

- ✓ Get Out the Count Engagement
- ✓ Media Engagement and partnerships
- ✓ Working with CCCs, and state hubs
- ✓ Census Hiring

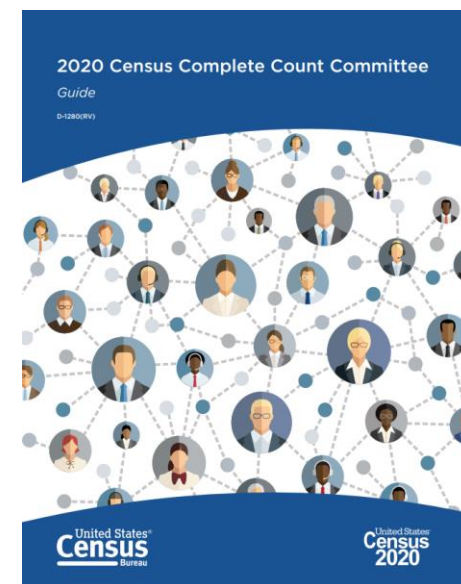
## **Phase 3 April 2020 and on: Non Response Follow Up**

- ✓ Continue to support non response follow up
- ✓ NRFU will start in early April 2020 in neighborhoods with large numbers of off-campus college students who might leave the area before the regular NRFU operation starts



# Setting up a CCC (Complete Count Commission or Committee)

- URGENT: These should be formed now
- Three Types: State, Local, Tribal
- Can include individuals from government, education, business, religious organizations, the media, and community groups.
- Promotes local input, broad community participation, and coordination.



# State Funding

Preparing for the 2020 Census: Estimating Outreach Costs for Hard-to-Count communities. Based on existing estimates there are 3 factors groups should account for:

- The number of hard-to-count people in the state. Find that here:  
<https://www.censushardtocountmaps2020.us/>
- The cost of CBO outreach per hard-to-count person for basic, moderate, and intensive outreach (see below for recommendations)
- The share of hard-to-count people who should be targeted with each level of outreach.

Type of Outreach	% of HTC Population	Population Targeted*	Cost Per Person	Total
Basic	100%		\$2.00	\$0.00
Moderate	10%		\$25.00	\$0.00
Intensive	5%		\$75.00	\$0.00
<b>Total</b>				<b>\$0.00</b>

# Two Words on Disinformation: Flag It



**Timothy Pleines**

@ringostarrpower

Follow



Photo of what the 2020 census will be asking. [#2020census](#) [#Census](#) [#census2020](#)

U.S. citizen? <input type="checkbox"/> Yes <input type="checkbox"/> No If No; complete the following:		
Alien Status:	I-94 Card #:	Alien Registration Number:
Has member or spouse ever served in armed forces? <input type="checkbox"/> Y <input type="checkbox"/> N		Last grade completed in school:
<b>Racial Heritage</b> (Optional): <input type="checkbox"/> White <input type="checkbox"/> Black or African American <input type="checkbox"/> American Indian or Alaska Native <input type="checkbox"/> Hispanic or Latino/a <input type="checkbox"/> Asian Indian <input type="checkbox"/> Chinese <input type="checkbox"/> Filipino <input type="checkbox"/> Japanese <input type="checkbox"/> Korean <input type="checkbox"/> Vietnamese <input type="checkbox"/> Other Asian <input type="checkbox"/> Native Hawaiian <input type="checkbox"/> Samoan <input type="checkbox"/> Guamanian or Chamorro <input type="checkbox"/> Other Pacific Islander		
<b>Ethnicity</b> if Hispanic or Latino/a (Optional): <input type="checkbox"/> Mexican <input type="checkbox"/> Mexican-American <input type="checkbox"/> Chicano/a <input type="checkbox"/> Cuban <input type="checkbox"/> Puerto Rican <input type="checkbox"/> Other Hispanic, Latino/a or Spanish		

2:38 PM - 26 Apr 2018



# Three Things to do today

- ✓ Check to see if your state has a complete count commission or committee and work to set one up.
- ✓ Connect with your state network to Get Out The Count.
- ✓ Call on your member of Congress to act to remove the citizenship question.

# Thank you!

For more information feel free to reach out to  
Beth Lynk at [Lynk@civilrights.org](mailto:Lynk@civilrights.org)



[CensusCounts.org](https://CensusCounts.org)

# Counting Young Children in the 2020 Census

Deborah Stein  
Partnership for America's  
Children

[www.foramericaschildren.org](http://www.foramericaschildren.org)  
[Dstein@foramericaschildren.org](mailto:Dstein@foramericaschildren.org)  
[www.countallkids.org](http://www.countallkids.org)







# Why We Need To Count All Young Children in the 2020 Census

# Being Counted Helps Young Children Thrive

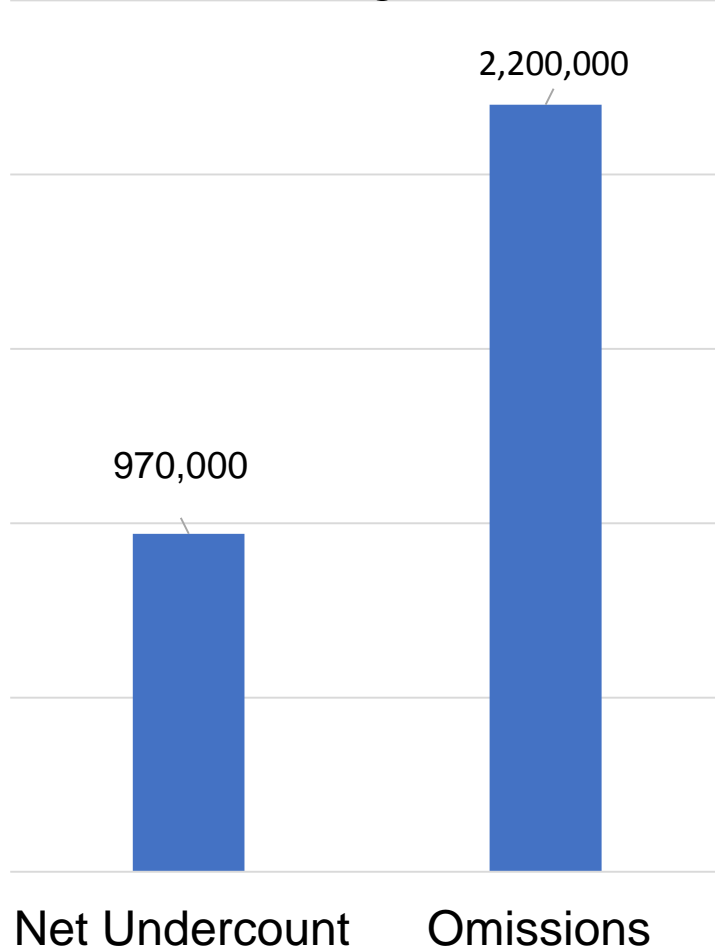
- *Stronger political representation:* federal, state, county and school Board districts
- *More funding for key kids programs:* more complete Census data can increase funding for some programs (Medicaid, CHIP, foster care)—average in 37 states is \$1200 lost per year per uncounted person
- *More equitable distribution of funds:* When total funding is capped, Census data often determines who gets it (Title 1, Special Ed, CCDBG, Head Start expansion funds)
- *Better planning:* school size, health facilities, private enterprise
- *Better information on child well being:* Census data provides 10 of 16 indicators used in yearly KIDS COUNT report
- *Stronger advocacy*

# Census Undercount of Young Children Is Large and Growing

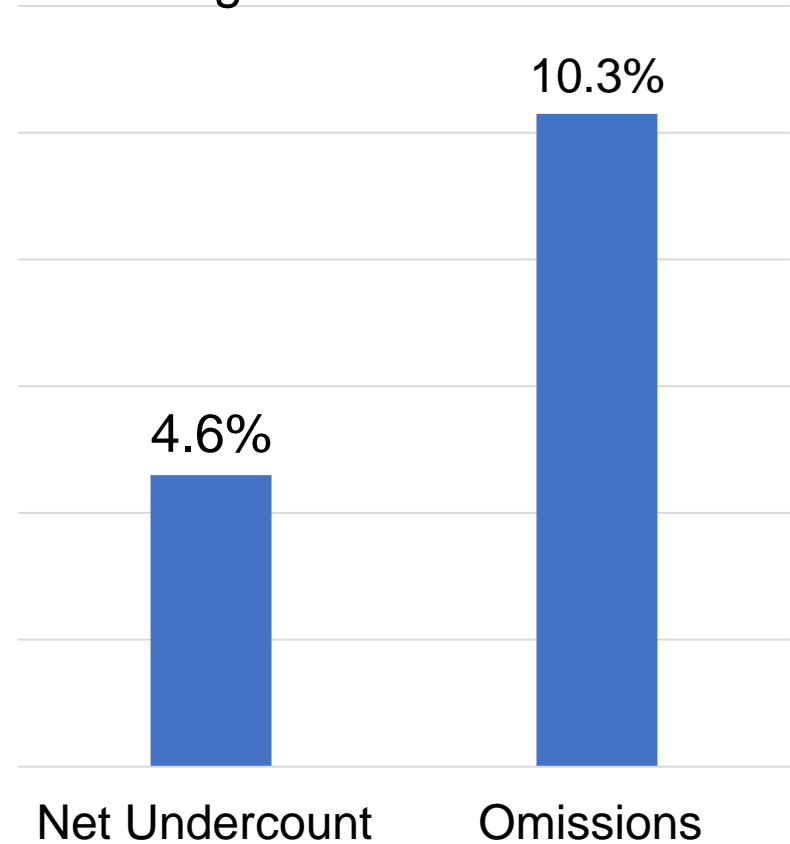


# Net Undercount and Omissions

Net Undercounts and  
Omissions Population  
Numbers for Age 0 to 4

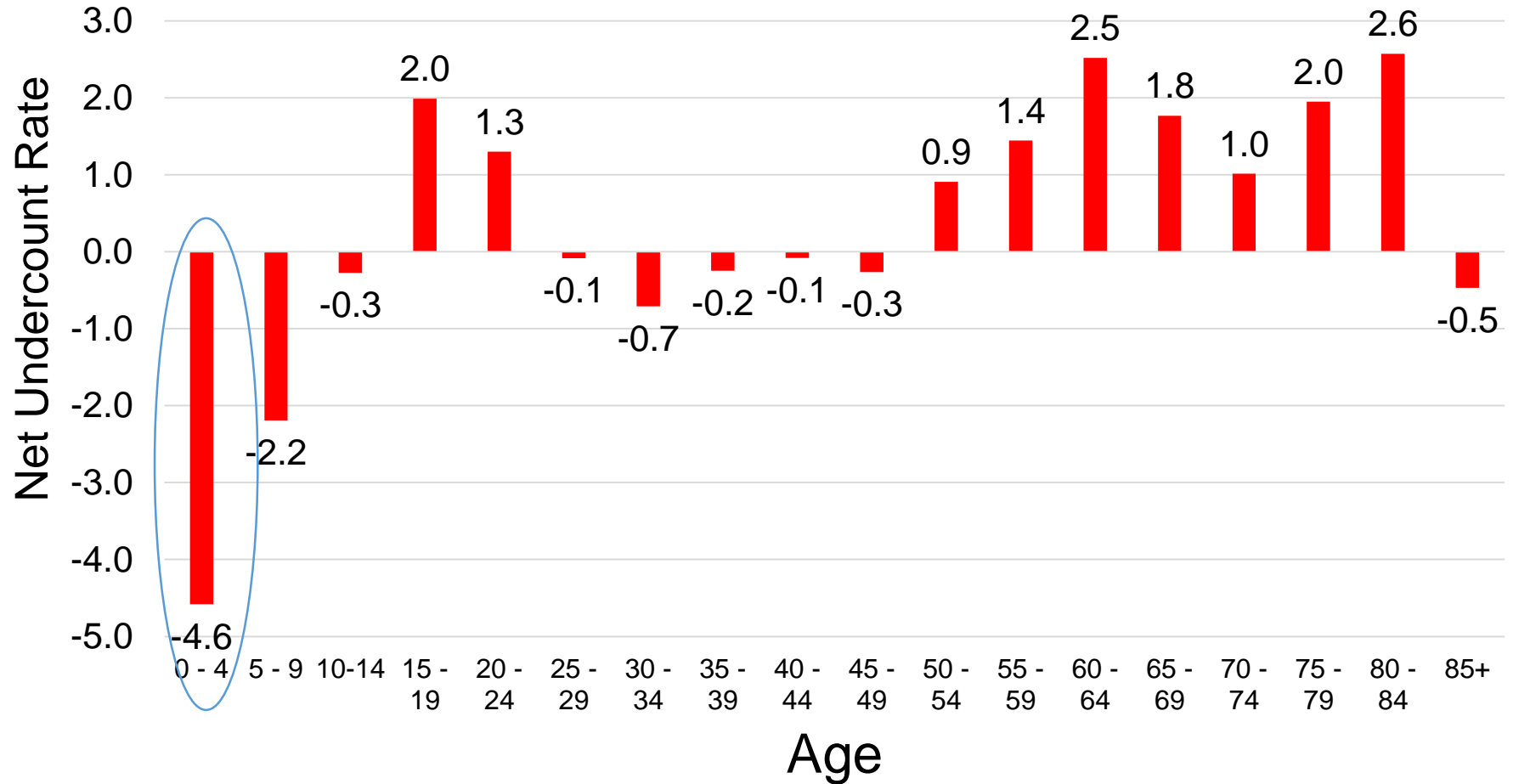


Net Undercounts and  
Omissions Rates for  
Age 0 to 4

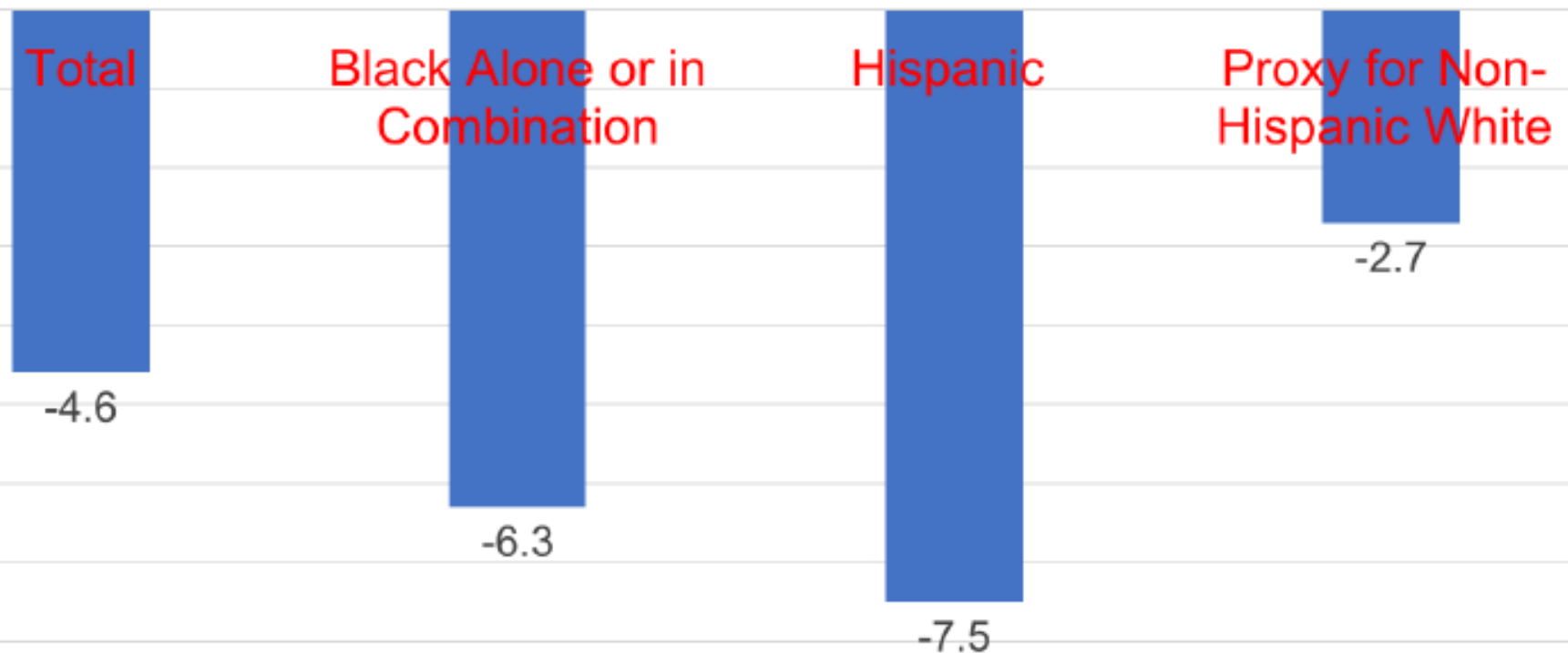


Source: Hogan and Griffin 2016

# Young Children Had a Higher Net Undercount (by far) Than Any Other Age Group in the 2010 Census

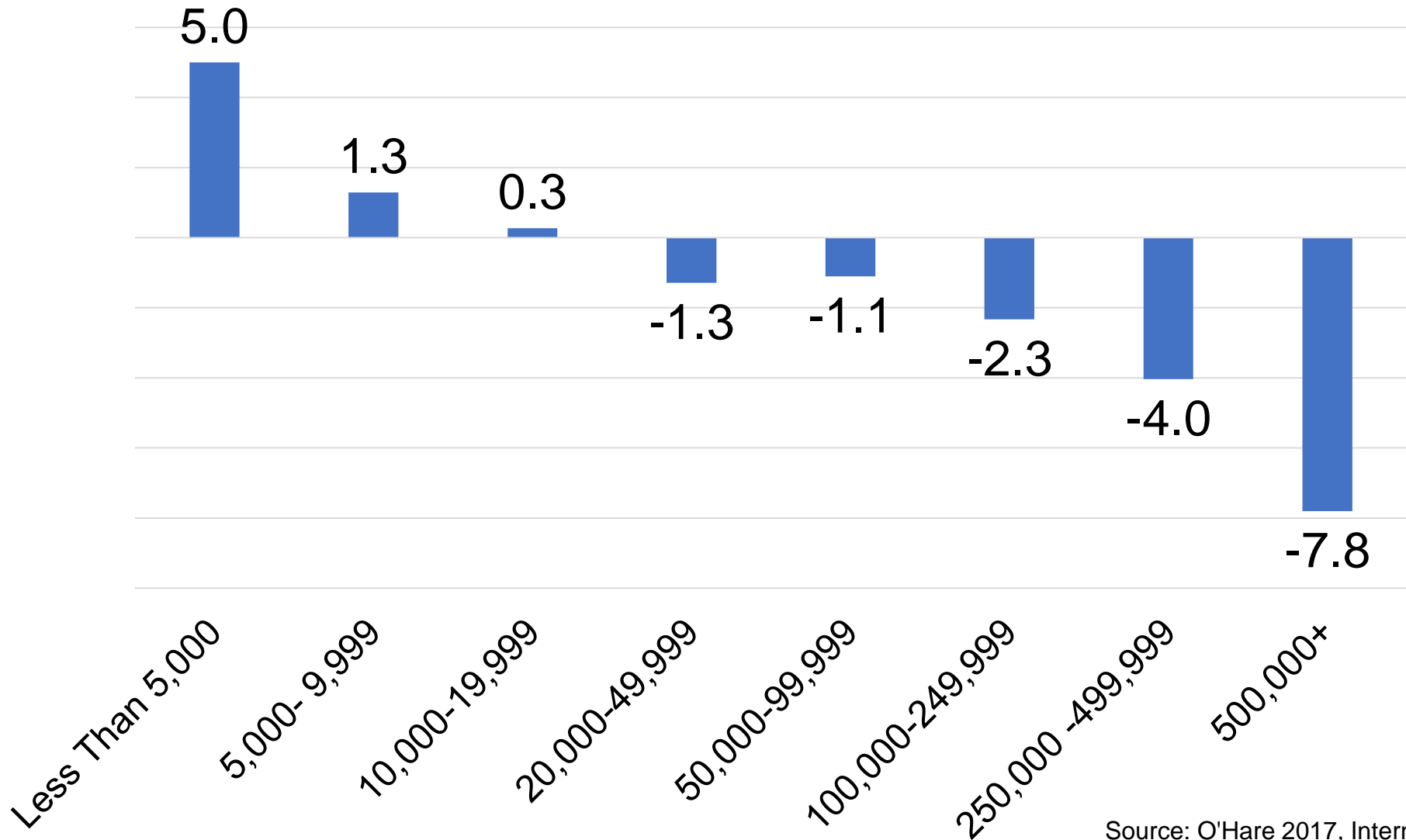


## 2010 Census Net Undercount Rates for Population Age 0 to 4 by Race and Hispanic Origin



Source: U.S. Census Bureau,  
May 2012 DA Release

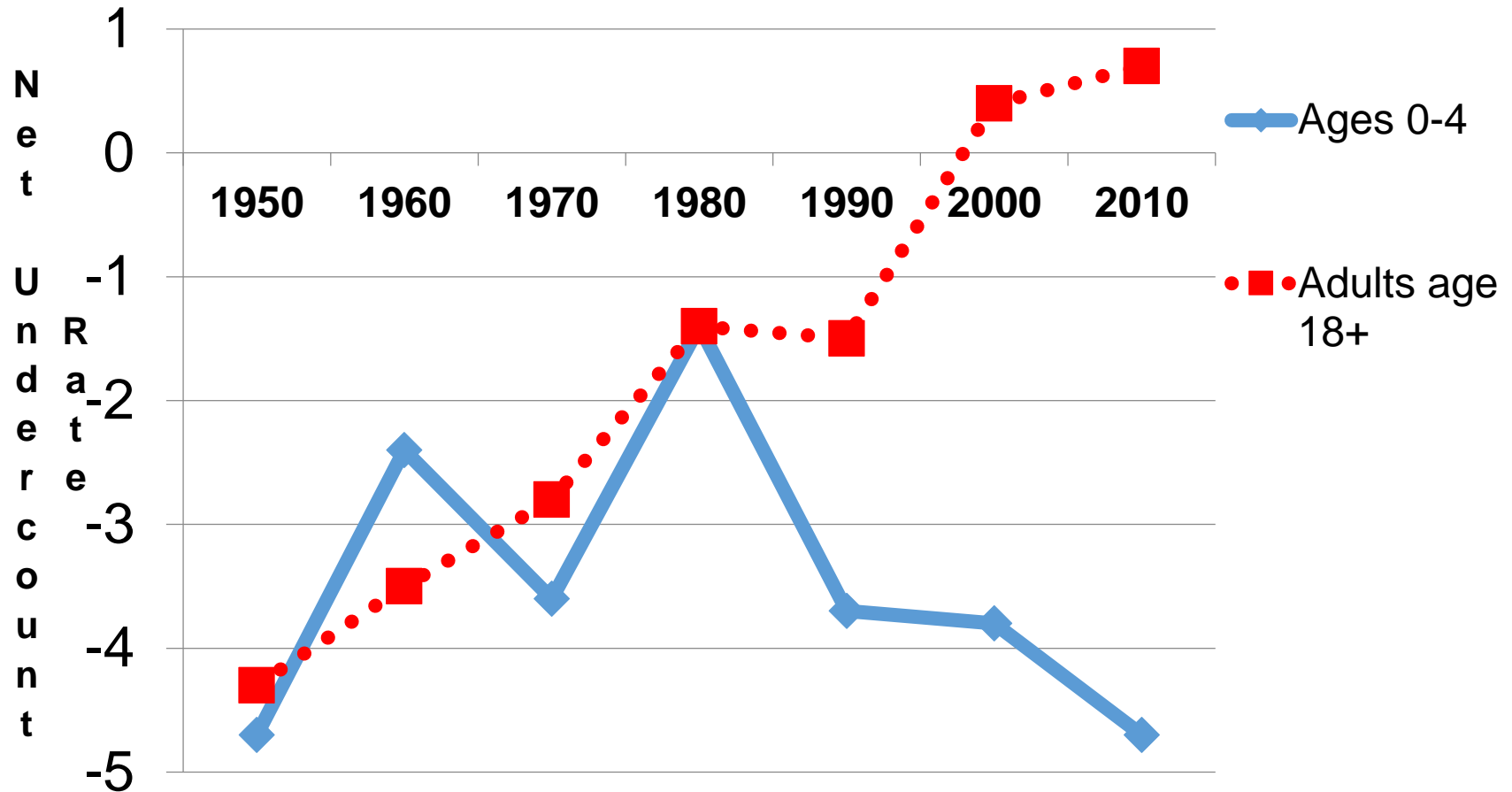
# Net Undercount Rates\* for Age 0 to 4 are Higher in Larger Counties



\* Rate = Census counts minus Vintage 2010 population estimates

Source: O'Hare 2017, *Interr  
Journal of Social Science S*

# Since 1980, the Net Undercount of Young Children in the Census has Worsened While the Coverage of Adults has Improved







**Why Are Young Children  
Missed In The Census?**

# Family Structure: Left Off the Form In a Complex Household

- Missed kids:
  - 16% living in an address that wasn't included in the census
  - 16% the only person missing in a housing unit that was "enumerated" (counted)
  - 68% missed along with some other members of a household
- Much more likely to be missed when the person filling out the form isn't their biological or adopted parent
- Complex households can be
  - Multi-generation households
  - Extended families
  - Multi-family households

# **Beliefs: People Don't Know if or Think They Should Not Count Young Children**

## **1. Some respondents may not want to report their child to the government**

- Don't trust government
- 1.8 million children age 0-4 (6.4 million age 0 to 17) are living with at least one undocumented parent and the addition of citizenship question may be a problem
- Some young children are living with a grandparent in restricted housing unit

## **2. Some respondents think the Census Bureau does not want children included in the Census**

**15 percent of people in a NALEO study said they would not include their young child or didn't know if they would**

## Young Children Are More Concentrated in Hard-to-Count Situations Than Older Children

	Age 0-4	Age 10-17	Difference (0 to 4 minus 10 to 17)
Age of householder is 18-29	29	3	26
Living in rental housing unit	44	32	12
Living in a multi-unit structure	38	26	12
Different address one year ago	15	8	7
Living in a complex household	40	33	7
Below poverty	25	19	6
Enumerator completed response	31	27	4
Grandparent responsible for grandchild	5	3	2
Living with one parent or two unmarried parents	36	34	2

Source: U. S. Census Bureau



**National State and Local Efforts to Count  
All Kids**

# Count All Kids Committee

A national Complete Count Committee to count all young children

- Working with Census Bureau
- Engaging national networks that work with families of young children
- Conducting message research and creating outreach tools specifically for families with young children
- Disseminating a tool to help locate areas with kids at risk of being missed

# Count All Kids Campaign

Supports state and local advocacy efforts to

- Advocate to form Complete Count Committees, including priority on young children
- Work with Complete Count Committees to give them tool to locate areas with lots of kids who may be missed and outreach materials specifically for families with young children
- Encourage providers to use our outreach materials with families with young children

# Direct Outreach to Families

- Child care centers
- Faith communities
- Medical providers (and hospitals)
- Schools
- Government agencies
- Libraries
- Businesses
- Sesame Street





# Resources

- Sign up for the Committee and the Campaign at [www.countallkids.org](http://www.countallkids.org)
- Follow us on Facebook at Count All Kids, Twitter @CountAllKids
- <https://www.aecf.org/resources/2018-kids-count-data-book/>



# Questions?

# Thanks!



COALITION ON HUMAN NEEDS



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