
Census 2020

SW Washington Census Coalition

“Every **Shade** Counts”

<https://www.youtube.com/watch?v=Y5WyRoedLZY&feature=youtu.be>

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SW Washington Census Coalition: Clark County

- SWWA LULAC
 - Clark County Latino Youth Conf
 - Latino Community Resource Group
 - Vancouver NAACP

 - Outreach is towards hard to count population:
immigrants, Latinx, and black communities
 - Effective public education campaign that is culturally
responsive and relevant in Clark County
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Census efforts to engage hard to reach communities with youth efforts

- Our goal: is to educate and help reduce the fear and mistrust in filling out the census forms
 - Having conversations in our communities as to why it's important to be counted
 - partner up with other local events, Latino businesses, schools, organizations and churches
 - Census Workshops: educate and inform the importance of census and the key changes
 - Informational booths: provide information and resources to the Latino community
 - Advertisement: census videos, Local Latino TV channel, radios, and news magazine
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Why does our outreach matter?

- Immigrants, Latinx, and black communities have been historically undercounted in the census
 - African-American households
 - 2010 Census undercounted the African-American population by more than 800,000.
 - 7 percent of young African-American children were overlooked by the 2010 Census (roughly twice the rate for young non-Hispanic White children.)
 - More than one in three African Americans live in hard-to-count census tracts.
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Why does our outreach matter?

- Latinx household
 - There are 56.5 million Latinos living in the United States, roughly one in three live in hard-to-count census tracts.
 - Latinos are already the nation's largest racial or ethnic minority group, accounting for 18 percent of the U.S. population
 - Latino children in particular are among the most undercounted populations in the United States.
 - Census 2010 missed more than 400,000 very young Latino children
 - The 2010 net undercount rate for very young Latino children was 7.1 percent, compared to 4.3 percent for non-Latinos.
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Why is the black community undercounted ?

- **African Household**
 - **Poverty:** one in four African Americans lives in poverty (24 percent)
 - exceeding the national poverty rate of 13 percent.

 - **Housing Insecurity:** Individuals and families who rent are undercounted at higher rates than homeowners.
 - The majority (58 percent) of African-American households rent their homes
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Why is the Latinx population undercounted ?

- **Poverty:** Hispanics have an official poverty rate of 21 percent, (higher than the official U.S. poverty rate of 13 percent.)
 - **Immigrant Status:** More than a third of Latinos (34 percent) are foreign-born.
 - Fear and mistrust of the government reduce participation among immigrant communities
 - Latino respondents do not realize that children are meant to be included in the census
 - Some Latino respondents are reluctant to respond to the census, and include their children
 - Official race and ethnicity questions need to accurately reflect the Latino community.
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People experiencing homelessness

- People experiencing homelessness live in a variety of situations
 - such as temporarily staying with family or friends
 - living outside or living at a shelter.
 - The 2020 Census has procedures to count people living in all of these situations.
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People experiencing homelessness

- The Census works with local groups to identify outdoor and other locations where people are known to sleep
 - . Census takers will count people in person at these
 - identified locations **on April 1, 2020 (Census Day).**
 - Example:
 - Outdoor: parks, beach areas, tent cities, alleys, under highway systems, subway stations,, gas stations.
 - indoor all-night businesses such as movie theaters, 24-hour laundromats, and casinos.
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The 2020 Census counts people at service locations.

- Between March 30 and April 1, 2020, the census will count people at the following locations:
 - **Emergency and Transitional Shelter** : Shelters with sleeping facilities: people to stay overnight
 - **Soup Kitchens**
 - **Regularly Scheduled Mobile Food Vans**
 - **Stops where such vans distribute meals.**
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complete and accurate count at their locations.

- Census works with service providers to get a complete count at their locations.
 - The service providers can decide how people at the location should be counted:
 - In-person interview: Using a paper questionnaire, a census taker interviews each person served a meal or staying at the facility.
 - records: shelters may opt to provide census workers with a paper
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Impact of not being counted accurately

- **Census Shapes the future of our community and define our voice in Congress**
 - political boundaries may not accurately reflect reality.
 - being denied a full voice in policy decision-making
 - impacts how federal funding is distributed to states and localities , impact on certain federal program that impact all of us
 - Such as:
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