The 2020 Census in Texas: What to Expect and How to Get Faith Communities Involved

Episcopal Health Foundation InCommon
February 29, 2020
Census Day is 31 days away.
In 2010, an estimated 240,000 Texans were undercounted in the Census.

An estimated 7 million, or nearly 25%, of Texans live in hard to count neighborhoods.

Some projections indicate up to 500,000 Texans could be undercounted in 2020.

Source: Center for Urban Research of the City University of New York (CUNY) Graduate Center.
Texas Hard to Count Populations

Census research has identified populations that are more difficult for the Census Bureau to count. These include:

- **People of Color**
  - Texas has the second largest number of Hispanics and African Americans and third largest number of Asian populations of all states in the U.S.

- **Immigrants**
  - An estimated 4.85 million foreign born reside in Texas.

- **Children under 5**
  - An estimated 5 percent, or about 2.2 million, of kids under the age of 5 were not counted in the 2010 Census, including about 75,000 Texas children. Children who are not biologically related, Hispanic, live in complex households, live in rented housing, and who have very young parents are even more likely not to be counted.
Texas Hard to Count Populations

• **Single-Parent Households**
  • An estimated 1.2 million Texas households are single-parent households, and all of these households are households with children under 18 years of age.

• **People with Limited English Proficiency**
  • Approximately 8% of Texas households are limited English speaking households, with 85% of these households speaking Spanish, 9% speaking an Asian or Pacific Islander language, 4% speaking Indo-European languages, and 2% speaking other languages.

• **People living in Multi-Family Housing**
  • Nearly 1 in 4 Texas housing units are in buildings with 2 or more units and 15% of Texas housing units are in buildings with 10 or more units.
Texas Hard to Count Populations

• **Renters**
  • Over 1 in 3 Texas households are renter occupied.

• **Larger Households**
  • Approximately 5% of Texas households are considered crowded households, where more than 1 person per room is living in the household.

• **Low Income Populations**
  • Approximately 16% (or 4.2 million) of the Texas population lives below the poverty level.
Census Messaging

Road to the 2020 Census.
A timeline and guide to action for partners and stakeholders.

**Awareness**
January 14-March 12

**Motivation**
March 13-May 12

**Reminder**
May 13-June 28

For more information, visit:
2020CENSUS.GOV

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United States Census 2020
### Census Messaging:
#### Building Awareness

**Educate your audience about the 2020 Census.**
- Explain why it’s important and how it benefits your community.
- Inform your audience that the census is easy, safe, and important.
- Display posters and other materials.
- Include messaging about the 2020 Census in your emails, social media, blogs, and newsletters.

<table>
<thead>
<tr>
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Census Messaging:
Motivation

Mid-March 2020
The website to respond to the census goes live. People across the United States can begin responding to the 2020 Census online, by phone, or by mail.

March 27-29, 2020
Faith Communities Census Weekend of Action

Mid-March - May 2020
Encourage your audience to respond to the 2020 Census.

April 1, 2020
Census Day!

Include messaging about the 2020 Census in your emails, newsletters, and blogs.

> Share the link to the online census form.
> Make computers or Wi-Fi available for your audience to respond online.
> Continue to inform your audience about the importance of responding to the census.

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Census Messaging:

Motivation

Faith Communities Census Weekend of Action

• March 27-29, 2020
• Share information during the Faith Communities Census Weekend of Action

Census Day 2020

• April 1, 2020
• Host an event at your place of worship or coordinate with other local efforts.
Respond your way to the 2020 Census.

By April 1, 2020, every home will receive an invitation to participate in the 2020 Census. You will have three options for responding. All of them are easy!

- **Online**
- **By Phone**
- **By Mail**

The 2020 Census marks the first time you will be invited to respond online—even on your mobile device. The online form is available in many different languages. Visit 2020CENSUS.GOV for more information about responding online.
2020 Census Timeline

What we will send you in the mail:

- **March 12-20**
  - An invitation to respond online to the 2020 Census.
  - (Some households will also receive paper questionnaires.)

- **March 16-24**
  - A reminder letter.

- **March 26-April 3**
  - A reminder postcard.

- **April 8-16**
  - A reminder letter and paper questionnaire.

- **April 20-27**
  - A final reminder postcard before we follow up in person.

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Dear Resident:

This is your invitation to respond to the 2020 Census. We need your help to count everyone in the United States by providing basic information about all adults, children, and babies living or staying at this address.

Results from the 2020 Census will be used to:

- Direct billions of dollars in federal funds to local communities for schools, roads, and other public services.
- Help your community prepare to meet transportation and emergency readiness needs.
- Determine the number of seats each state has in the U.S. House of Representatives and your political representation at all levels of government.

Respond by April 1 at [url removed] or complete online at [url removed] and report your Census ID, which is [Census ID removed].

The Census Bureau is using the internet to securely collect your information. Responding online helps us conserve natural resources, save taxpayer money, and process data more efficiently. If you are unable to complete your 2020 Census questionnaire online, we will send you a paper questionnaire in a few weeks for you to complete and mail back.

The census is so important that your response is required by law, and your answers are kept completely confidential. If you do not respond, we will need to send a Census Bureau interviewer to your home to collect your answers in person. If you need help completing your 2020 Census questionnaire, please call toll-free [phone number removed].

Thank you for your prompt response.

Sincerely,

Steven D. Dillingham
Director
Enclosures

Mensaje importante: Para completar su cuestionario del Censo del 2020, visite [url removed] o llame gratis al [phone number removed].
Responding to the 2020 Census without a Census ID

The 2020 Census will be the first time that the public can respond online or by phone, in addition to the traditional paper response. Technology improvements over the last decade that allow for these secure response options also enable the public to respond without a Census Bureau-issued identification number—making it easier to respond anytime, anywhere.

Beginning in mid-March 2020, everyone will receive an invitation to participate in the 2020 Census. That invitation will include a unique Census ID that links you to a physical address. But you can also respond online or by phone without a Census ID.

How do I respond without an ID?

On the 2020 Census response website, select the link under the login button that says, “If you do not have a Census ID, click here.”

Can I respond online without an ID on any device or browser?

Yes. Responding online without an ID works on most modern devices. For best results use the two latest versions of the following browsers: Internet Explorer, Edge, Chrome, Safari, Firefox, Samsung Native.

Is my response affected if I don’t use a Census ID?

Your Census ID allows us to immediately match your response to an address. If you respond without your Census ID, we’ll ask you for your address when you respond so we can link your response to your address.

How do I provide my address?

When responding online without an ID, there are three options for entering an address:

1) STREET ADDRESS

For this option, you will be prompted to enter an address number, street name, and either the city and state or the ZIP Code. If a valid street address isn’t available, check the box that says, “I do not have a street address” and you can proceed to enter a rural route address or other address/location (see options below).

2) RURAL ROUTE ADDRESS

A rural route address includes a rural route descriptor, rural route number, rural route box ID number, city and state or ZIP Code.

3) OTHER ADDRESS/PHYSICAL LOCATION

If you do not have a rural route address, the system will first ask if you are experiencing homelessness. Then, it will invite you to enter a city, state, ZIP Code, and description of the physical place where you live.

If I live or stay in a garage or added structure at a property, how do I respond?

To respond with a physical location on a property that does not have a separate address, utilize the “Street Address” option, enter the address, and include the description of the structure (e.g., “garage”) in the apartment/unit number field. If you reply by phone, you will be prompted to provide the same description.

How do I respond for multiple people or families at a single address?

Everyone living or staying at an address, even if they are not a member of your family, should be counted by the person filling out the census form for that address. There are no restrictions on the number of people who can be included on your form. The Census Bureau has ways to resolve duplicate responses if multiple people at the same address respond separately.
### Who to count!

**Start here OR go online at [url removed]** to complete your 2020 Census questionnaire.

Use a blue or black pen.

*Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.*

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:
- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also counts institutions and other places, so:
- Do not count anyone living away from home, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc. on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

**1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?**

Number of people: 

**2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?**

Mark [ ] all that apply:
- Children, spouse or unrelated, such as newborn babies, godchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

**3. Is this house, apartment, or mobile home — Mark [ ] ONE box.**

- Owned by you or someone in this household with a mortgage or loan
- Owned by you or someone in this household free and clear (without a mortgage or loan)
- Rented
- Occupied without payment of rent

**4. What is your telephone number?**

We will only contact you if needed for official Census Bureau business.

Telephone Number: 

(Enter number removed)

**5. Please provide information for each person living here. If there is someone living here who pays the rent or owns this residence, start by listing him or her as Person 1. If the owner or the person who pays the rent does not live here, start by listing any adult living here as Person 1.**

**What is Person 1’s name?** Print name below:

First name(s): 

Last name(s): 

**6. What is Person 1’s sex?** Mark [ ] ONE box.

- Male
- Female

**7. What is Person 1’s age and what is Person 1’s date of birth?** For babies less than 1 year old, do not write the age in months. Write 00 as the age.

- Age on April 1, 2020: 
  - Years: 
  - Months: 
  - Days: 
  - Year of birth: 

**8. Is Person 1 of Hispanic, Latino, or Spanish origin?**

- No
- Yes, Mexican, Mexican American, Chicano
- Yes, Puerto Rican
- Yes, Cuban
- Yes, other Hispanic, Latino, or Spanish origin

**9. What is Person 1’s race?**

Mark [ ] one or more boxes AND print origin(s).

- White – Print, for example, German, Irish, English, Italian, Lebanese, Egyptian, etc.
- Black or African Am. – Print, for example, African American, Jamaican, Haitian, Nigerian, Ethiopians, Somalis, etc.
- American Indian or Alaska Native – Print, name of enrolled or principal tribe(s), for example, Navajo Nation, Blackfeet Tribe, Mapai, Aztec, Name of Indian Tribe or Band. Traditional Government, Name of Eskimo Community, etc.
- Chinese
- Filipino
- Korean
- Other Asian – Print, for example, Cambodian, Japanese, etc.
- Other Pacific Islander – Print, for example, Samoan, Fijian, Marshallese, etc.
- Some other race – Print race or origin.

**Sex**

- Male
- Female

**Age**

- Years
- Months
- Days

**Hispanic Origin**

**Race**

- White
- Black or African American
- American Indian or Alaska Native
- Asian
- Other Asian
- Other Pacific Islander
- Some other race

*If more people were counted in Question 1 on the front page, continue with Person 2 on the next page.*
1. Print name of Person 4
   First Name: 
   Last Name(s): 
   MI: 

2. Does this person usually live or stay somewhere else?
   Mark X for all that apply.
   No
   Yes, for college
   Yes, for a military assignment
   Yes, for a job or business
   Yes, in a nursing home

3. How is this person related to Person 1? Mark X ONE box.
   Opposite-sex husband/wife/spouse
   Same-sex husband/wife/spouse
   Opposite-sex unmarried partner
   Same-sex unmarried partner
   Adopted son or daughter
   Stepson or stepdaughter
   Brother or sister
   Other relative

4. What is this person’s sex? Mark X ONE box.
   Male
   Female

5. What is this person’s age and what is this person’s date of birth? For babies less than 1 year old, do not write the age in months. Write 0 if the age is 0.
   Age on April 1, 2020: 
   Month: 
   Day: 
   Year of birth: 
   Years: 

6. Is this person of Hispanic, Latino, or Spanish origin?
   No, not of Hispanic, Latino, or Spanish origin
   Yes, Mexican, Mexican Amer., Chicano
   Yes, Puerto Rican
   Yes, Cuban
   Yes, another Hispanic, Latino, or Spanish origin – Print for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.

7. What is this person’s race?
   Mark X 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, African, 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, Native Hawaiian Community, etc.
   Asian Indian
   Filipino
   Native Hawaiian
   Samoan
   Russian
   Ukrainian
   American – Print, for example, African American, Jamaican, Haitian, African, Ethiopian, Somali, etc.
   Native Hawaiian
   Samoan
   Chamorro

4. What is this person’s sex? Mark X ONE box.
   Male
   Female

5. What is this person’s age and what is this person’s date of birth? For babies less than 1 year old, do not write the age in months. Write 0 if the age is 0.
   Age on April 1, 2020: 
   Month: 
   Day: 
   Year of birth: 
   Years: 

6. Is this person of Hispanic, Latino, or Spanish origin?
   No, not of Hispanic, Latino, or Spanish origin
   Yes, Mexican, Mexican Amer., Chicano
   Yes, Puerto Rican
   Yes, Cuban
   Yes, another Hispanic, Latino, or Spanish origin – Print for example, Salvadoran, Dominican, Colombian, Guatemalan, Spaniard, Ecuadorian, etc.
Person 6

2. Does this person usually live or stay somewhere else?
Mark X all that apply.
- [ ] No
- [ ] Yes, for college
- [ ] Yes, for a military assignment
- [ ] Yes, for a job or business
- [ ] Yes, in a nursing home
- [ ] Yes, for another reason

3. How is this person related to Person 1? Mark X ONE box.
- [ ] Opposite sex husband/wife/spouse
- [ ] Same sex husband/wife/spouse
- [ ] Opposite sex unmarried partner
- [ ] Same sex unmarried partner
- [ ] Son or daughter
- [ ] Adopted child
- [ ] Foster child
- [ ] Brother or sister
- [ ] Grandchild
- [ ] Niece/nephew
- [ ] Other relative

4. What is this person's sex? Mark X ONE box.
- [ ] Male
- [ ] Female

5. What is this person's age and what is this person's date of birth? For babies less than 1 year old, do not write the age in months. Write 0 as the age.
- [ ] Age on April 1, 2020
- [ ] Date of Birth

6. Is this person of Hispanic, Latino, or Spanish origin?
- [ ] No, not of Hispanic, Latino, or Spanish origin
- [ ] Yes, Mexican
- [ ] Yes, Puerto Rican
- [ ] Yes, Cuban
- [ ] Yes, other Hispanic, Latino, or Spanish origin

7. What is this person's race?
Mark X one or more boxes AND print origins.
- [ ] White
- [ ] Black or African American
- [ ] American Indian or Alaska Native
- [ ] Asian
- [ ] Native Hawaiian
- [ ] Other race

8. Person 7

9. Person 8

10. Person 9

Thank you for completing your 2020 Census questionnaire.
Why We Ask

The 2020 Census is easy. The questions are simple.

Responses to census questions provide a snapshot of the nation. Census results affect your voice in government, how much funding your community receives, and how your community plans for the future.

When you fill out the census, you help:

Determine how many seats your state gets in Congress.
Inform how much more than $675 billion in federal funding is distributed to states and communities each year.
Create jobs, provide housing, prepare for emergencies, and build schools, roads and hospitals.

The 2020 Census will ask for the following information:

Number of people at address
We ask this question to collect an accurate count of the number of people at each address on Census Day, April 1, 2020. Each decade, census results determine how many seats your state gets in Congress. State and local officials use census counts to draw boundaries for congressional districts, state legislative districts, and school districts.

Owner/Renter
We ask about whether a home is owned or rented to create statistics about homeownership and renters. Homeownership rates serve as an indicator of the nation’s economy and help in administering housing programs and informing planning decisions.

Any additional people living or staying there
Our goal is to count people once, only once, and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure that everyone living at an address is counted.

Phone number
We ask for a phone number in case we need to contact you. We will never share your number and will only contact you if needed for official Census Bureau business.

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Name
We ask for names to ensure everyone in the household is counted. This also helps us to keep ancestry records. Listing the name of each person in the household helps respondents include all members, particularly in large households where a respondent may forget who was counted and who was not.

Hispanic, Latino, or Spanish origin
We ask about whether a person is of Hispanic, Latino, or Spanish origin to create statistics about this ethnic group. The data collected in this question is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as the Voting Rights Act and the Civil Rights Act.

Race
We ask about a person’s race to create statistics about race and to present other statistics by race groups. The data collected in this question is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as the Voting Rights Act and the Civil Rights Act.

Whether a person lives or stays somewhere else
Our goal is to count people once, only once, and in the right place according to where they live on Census Day. Keeping this goal in mind, we ask this question to ensure individuals are not included at multiple addresses.

Age and date of birth
We ask about age and date of birth to understand the size and characteristics of different age groups and to present other data by age. Local, state, tribal, and federal agencies use age data to plan and fund government programs that provide assistance or services for specific age groups, such as children, working-age adults, women of childbearing age, or the older population. These statistics also help enforce laws, regulations, and policies against age discrimination in government programs and in society.

Relationship
We ask about the relationship of each person in a household to one central person to create estimates about families, households, and other groups. Relationship data is used in planning and funding government programs that provide funds or services for families, people living or raising children alone, grandparents living with grandchildren, or other households that qualify for additional assistance.

For more information, visit: 2020CENSUS.GOV

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Census Messaging:

Reminder

Target outreach to households who have not responded to the Census.

• Starting March 20, 2020, the Census Bureau will provide a map with response rates, updated daily to let you know of areas with low response.

• This can help inform outreach strategies to reach communities yet to participate.

• The Census Bureau will be looking for partners to host Mobile Questionnaire Assistance sites in areas with anticipated and actual low response rates.
Census Messaging: Reminder

May - July 2020

Share information about how the Census Bureau will make sure everyone is counted.

» Let your audience know that census takers will follow up in person with households that have not yet responded.

» Inform your audience that census takers can assist them in completing their census form.

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United States Census 2020
Census Messaging:
Reminder
How can I identify a census enumerator?

• Photo ID badge with U.S. Dept. of Commerce watermark

• May also carry a Census Bureau branded bag and other equipment with Census logo

• A phone number will be made available to verify their employment.
## Faith Messaging:

| Motivating **Black Communities** to Participate in the Census - Color of Change | Click Here for the Recording  
|                                                                               | Click Here for the Slides  
| Census 2020: Research and Messaging - NALEO (Hispanic/Latinx Communities)     | Click Here for the Recording  
|                                                                               | Click Here for the Slides  
| **AAPI** Messaging Research on the 2020 Census - Asian Americans Advancing Justice | Click Here for the Recording  
|                                                                               | Click Here for the Slides  
| 2020 Census Barriers, Attitudes, and Motivators Study (CBAMS) Survey and Focus Groups - Census Bureau (General) | Click Here for the Recording  
|                                                                               | Click Here for the Slides  
| 2020 Census: **Arab American** Research and Messaging - American-Arab Anti-Discrimination Committee and Arab American Institute | Click Here for the Recording  
|                                                                               | Click Here for the Slides  

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Get $200 from Convención Bautista Hispana de Texas for your church to impact your community during the 2020 Census.
TexasCounts.org
Faith-Based Communities Sub-Committee
Lila Valencia, Ph.D.

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