

Tulsa Counts Census Workshop

Tulsa Regional Complete Count Committee
U.S. Census Bureau



United States[™]
Census
2020

Introductions & Icebreakers



Share with your group...

- Your name
- What group or organization you represent
- What do you love most about your community?

Today's Goals

- Understand the purpose of the Census
 - Create ideas to show our communities the value of the Census
 - Empower our communities to get involved in the Census
-

Census 101



What is the Census?

- A decennial count of the United States population
- First taken in 1790
- It is a Constitutional requirement

Why is it important?

- It determines:
 - Political representation in Congress
 - Distribution of \$675 billion in federal funding
 - Legislative districts
- It impacts research about the population

I'm Skeptical.

- Five common reasons why people don't want to fill out the Census:
 - “These forms are too hard to complete.” / “These forms are in English.”
 - “What does the Census have to do with me? What is it for?”
 - “This is going to take too long.”
 - “I don't trust the U.S. government.”
 - “I don't want ICE, the housing authority, or anyone else having my information.”

Confidentiality

- All information is confidential
- Protected by federal law under Title 13
- The Census Bureau cannot share the information with other departments
- If any Census Bureau employee were to violate the law, they could face:
 - Up to 5 years in prison
 - A fine of up to \$250,000

Do I have to complete it?

- Everyone living in the United States
- Except for...
 - Tourists
 - People on work trips (who do not live in the U.S.)

Citizenship Question

- The citizenship question will **NOT** be on the 2020 Census
- The Supreme Court blocked it on June 27, 2019

How does it impact Tulsa?

- It impacts funding for social services:
 - School programs
 - Health services
 - Public transportation
 - Indian Education Services
- Helps determine where to build:
 - Schools
 - Hospitals
 - Homes
 - Supermarkets



Undercounted Groups

- Groups that have been historically undercounted in the Census
 - Racial and ethnic minorities
 - Children under 5
 - Low-income individuals
 - Homeless individuals
 - Non-English speakers

How to Get the Census

USPS Addresses

1. Letter in the mail (with link to website to respond online)
2. Reminder postcard
3. Paper questionnaire

Rural/PO Box or Non-USPS Addresses

Hand-delivered package with letter, paper questionnaire, and return envelope

How to Complete the Census

- The Census can be completed by:
 - Phone
 - Mail
 - Internet
- It is available in 59 languages
- It will be mailed starting March 12, and available online

Deadline and No Answer

- You should respond as early as possible to the Census
- Failure to answer by early April will lead to:
 - 3 warnings sent by mail to complete it
 - After April, an enumerator (Census employee) will come to collect the information

**Help every Tulsan
get counted.**

**It's Not 2010
Anymore!**



Think about what has changed in the past 10 years...

- With your group, make a list of things that were one way in 2010 but very different in 2020.
- For example:

— 2010



2020



New Ideas



New Ideas: Steps

1. Solo ideation (10 min)
2. Cluster in groups (20 min)
3. Break (15 min)
4. Develop ideas (45 min)
5. Present ideas to one another (15 min)

Solo Ideation (10 min)

Think of neighbors or friends who have not learned what we learned today.

- What would make them interested in participating?
- Who do they trust?
- Who or what do they care about?

Write down as many ideas as you can, on your own, for 10 minutes. (One idea per sticky note!)

Cluster in Groups (20 min)

- One at a time, place your sticky notes on the wall or table
- If your sticky note has an idea similar to one that was already shared, put your sticky note near it
- Keep your explanation brief so everyone has time to share
- Once you have finished sharing, build up the ideas.
 - Use “yes, and...” to acknowledge the idea and add to it--we are generating, not criticizing!

Pick an idea (5 min)

- Every group member gets 3 stickers
- Place a sticker (or two, or three) on the ideas you think will best meet the goal
 - Do not vote on your own idea!
- Move forward with the idea that has the most votes.

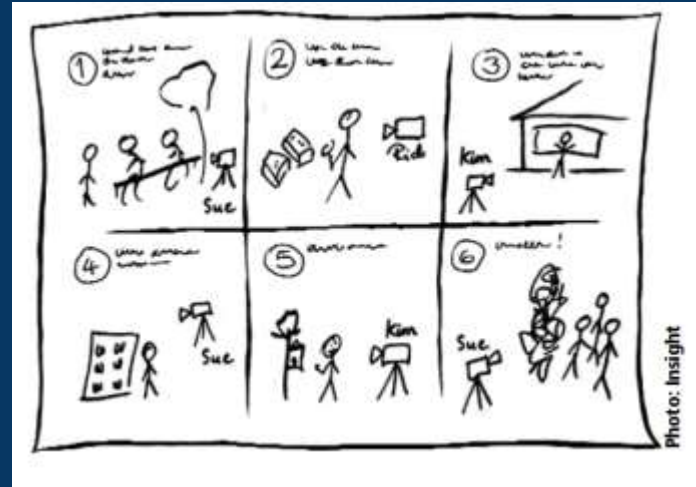
Break time!

Share Your Ideas

- We're going to develop these ideas to make them real.
- Make sure the idea is very clear. You will share it with the group afterwards.

Share Your Ideas

- You can present in many ways...be creative!
 - Make a storyboard
 - Act it out
 - Create a prop, model, or prototype



How to Share Your Ideas

- 2 minute pitch
- In your pitch, make sure to:
 - Describe the people you want to reach
 - Identify barriers to filling out Census
 - Walk through steps
 - Identify what needs to happen for this to be implemented
 - Ask for feedback

Pitch time!

What Will I Contribute?



Contribution

- Please fill out the commitment sheet and the feedback form we are passing around
- Share your commitment with the people in your group
- One of the facilitators will come around to collect your forms

What We Accomplished Today



Next Steps

- We came here to find ways to get our communities counted in 2020
- After this...
 - Tell people what you learned about the Census
 - Share materials about the workshops
 - Apply for a Census job if you are eligible! 2020census.gov/jobs
 - Don't forget your ideas!

Thank you!

<https://csctulsa.org/tulsa2020/>

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