



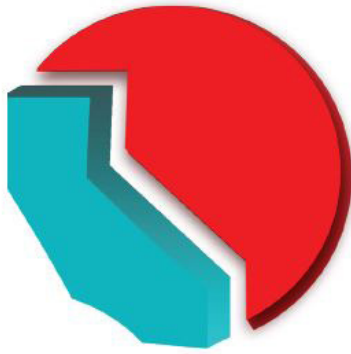
Census & Sensibility

Preparing your Library for the 2020 Census



CALIFORNIA LIBRARY ASSOCIATION





CENSUS 2020

CALIFORNIA LIBRARY ASSOCIATION

The decennial census is conducted in an attempt to accurately count every person living in the United States. An accurate census is crucial to your community; an undercount could result in millions of lost funding, especially for social services. If community service funding fails, the public in need will go to the only place they can get those services, the library, and strain our ability to help. The 2020 Census brings about additional challenges, due to the transition to a primarily online format and the government's focus on surveying hard-to-count and hard-to-reach populations. This is where the library plays a vital role. Our connections to and trust of the community, and our location, often in hard-to-count rural, suburban, and urban areas, means that we can play a critical role in the process. This toolkit is designed to support libraries and their staff in: providing access to the census, promoting participation, and engaging with their community. The forthcoming sections include information on gaining administrative and staff buy-in, sample programs for all ages, and recommended readings among others. Utilize this toolkit for all things census-related and discover how libraries can help achieve the goal of counting all United States residents.



Developing Leaders in California Libraries "Leadership Challenge" is a program of the California Library Association, supported in whole or in part by the U.S. Institute of Museum and Library Services under the provisions of the Library Services and Technology Act, administered in California by the State Librarian.

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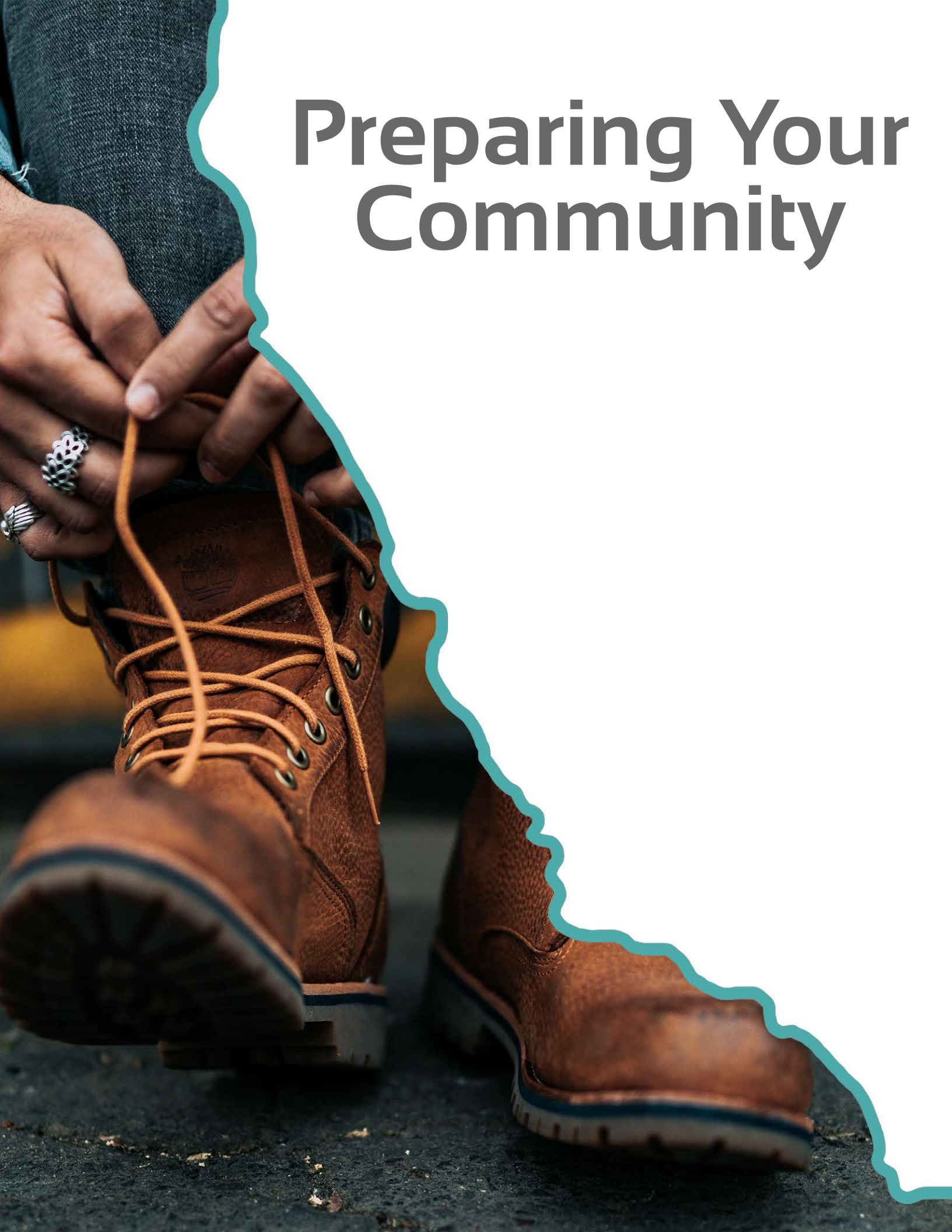
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Preparing Your Community



Preparing Your Community

Talking points to get your administration and local leaders on board with your library's census efforts

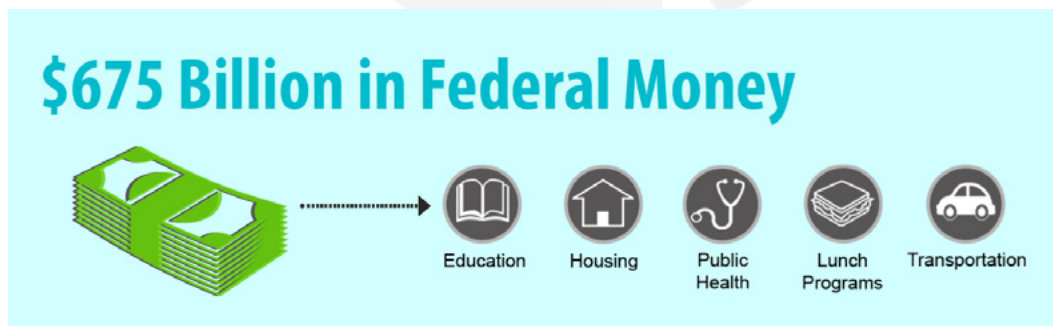
Why is the census important?

Government

The census is mandated by the U.S. Constitution, which states that the population must be counted every ten years. The census determines many important things. It is used to apportion seats in the U.S. House of Representatives, and by extension determines how many votes a state has in the electoral college. States and localities use census information to redraw legislative boundaries that comply with standards for population equity (“one person, one vote”) and racial and ethnic balance ([Voting Rights Act](#)).

Federal Funding

Census data also determines the distribution of more than \$675 billion in federal funds to local, state, and tribal governments each year ([census.gov](#)). These funds support public health, transportation infrastructure, education at all levels, and many more government-sponsored initiatives. In order to receive the full benefit of these funds, communities must be properly counted. [According to the LA Times](#), in the 2000 census the final 18 people counted meant California picked up a congressional seat. Additionally, [census-related funding](#) brings in \$1,958 per person to various California programs.



<https://www.latimes.com/politics/la-pol-sac-skelton-democrats-census-trump-2020-20180125-story.html>
<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/California%2008-18-17.pdf>

Economy

Businesses of all types and sizes use census data to identify markets, select business locations, make investment decisions in plant, equipment, and new product development, determine goods and services to be offered, and assess labor markets. Nonprofit organizations such as hospitals and community service organizations rely on census data to better understand and serve the needs of their constituencies. Finally, census data is essential to efforts by state and local governments, chambers of commerce, and public-private partnerships to promote business attraction, expansions, and startups that lead to job creation and a larger tax base.

What are the barriers to census access? Why might people not get counted?

Census 2020 will be taking place primarily online. In addition to the historical challenges seen in hard-to-count areas, there will now be issues with individuals who struggle with the digital divide.



What makes an area hard-to-count?

See the Marketing section of this toolkit for more information about what factors lead the census to designate an area as hard-to-count.

Why should libraries support the census?

- An accurate count ensures appropriate federal funding for local programs
- An accurate count ensures appropriate representation in the U.S. House of Representatives
- Libraries use census data for assessment purposes. It can define the direction of programs and outreach or be used to develop community profiles

What other resources are there to get my local leaders on board?

Research how census funding addresses issues in your community. For a full breakdown of how federal census dollars have benefitted California, visit:

<https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/California%2008-18-17.pdf>

The National League of Cities (NLC) is an organization that supports City Leaders in building better communities. They created the [Municipal Action Guide Preparing for the 2020 Census](#), a helpful resource to prepare City Leaders. Consider sharing this document with your City's Leadership Team to promote the census on behalf of your community. Also, encourage them to visit the NLC's [website](#) for additional resources, including a checklist on a City Census Checklist and Census Fast Facts and Talking Points.

https://www.nlc.org/sites/default/files/2018-10/Census%202020%20MAG_0.pdf

<https://www.nlc.org/resource/cities-count-preparing-for-the-2020-census>

Preparing Your Library Staff



Preparing Your Library Staff

Getting your staff census ready

Why Should Staff Care?

The census deeply impacts the community you serve. From public housing to Medicaid, the census determines how the federal budget is allocated based on information collected from respondents. It also determines how seats in the House of Representatives are apportioned, which affects your community's political representation.

The same is true for libraries. Funding to the Institute of Museum and Library Services, for example, is determined by the census, which ultimately affects grants to libraries nationwide. As a library employee, this has the potential to impact the types of services and programs you offer your community.

By being a trusted voice in the community, libraries are uniquely positioned to help people take the census online and alleviate concerns regarding the safety of the census. For communities that are traditionally hard-to-count, libraries can advocate for completing the census, since 99% of housing tracts live within 5 miles of a library.



As a library worker, staying informed about the census will ensure you are doing your best to meet the needs of your community for the next 10 years.

What Does Staff Need to Know?

Is the census safe to take?

Yes.

[According to the 2020 Census and Confidentiality Fact Sheet](#) -

“Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.”

Download the 2020 Census and Confidentiality Fact Sheet in English [here](#).

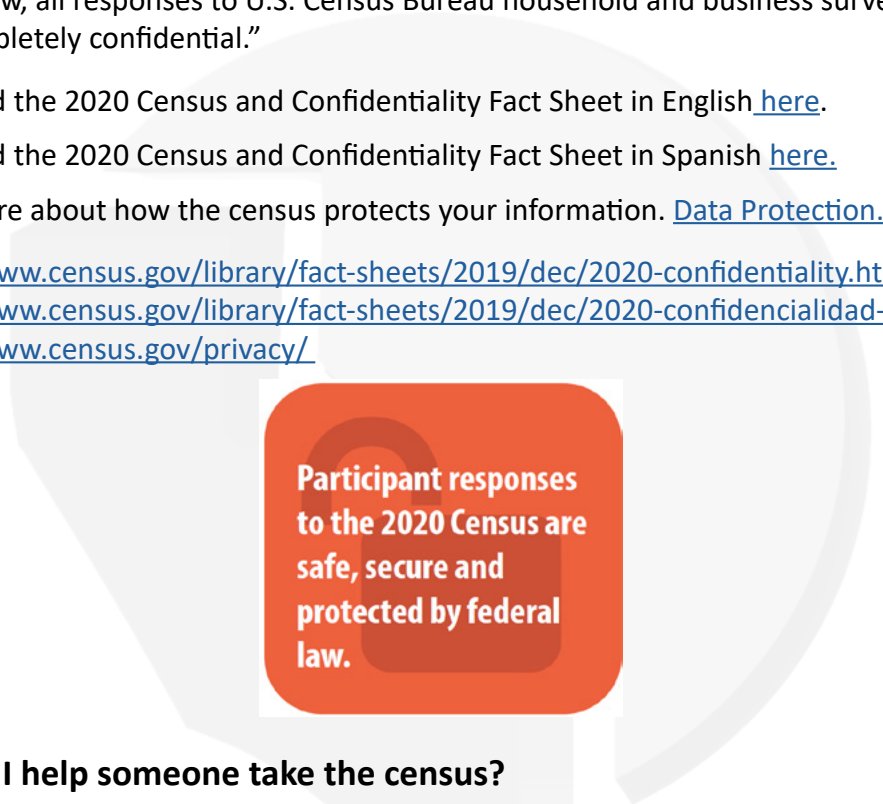
Download the 2020 Census and Confidentiality Fact Sheet in Spanish [here](#).

Learn more about how the census protects your information. [Data Protection](#).

<https://www.census.gov/library/fact-sheets/2019/dec/2020-confidentiality.html>

<https://www.census.gov/library/fact-sheets/2019/dec/2020-confidencialidad-sp.html>

<https://www.census.gov/privacy/>



**Participant responses
to the 2020 Census are
safe, secure and
protected by federal
law.**

How do I help someone take the census?

This year, the 2020 Census is accessible primarily online. Community members will receive a letter with log on details and a personal code. They may also look up their code using their name and street address. Library computers can access the census and community members are encouraged to fill it out at the library if they don't have the ability to do so at home.

Your library may have dedicated Census Action Kiosks solely for community members to fill out the census. If your facility is not offering a Census Action Kiosk, refer them to

the nearest location using the [Census 2020 Kiosk Finder](#). This service is only available to Los Angeles County but there is a possibility to expand it out statewide.

If your library has census events, provide community members with information about their dates and content.

In addition, be aware of what is being provided by your local census office. Each census office is slightly different, but contact information can be located online.

If you need to have questions answered directly by the Census Bureau, visit their [contact page](#) for ways to reach them.

<https://www.arcgis.com/apps/webappviewer/index.html?id=aee0f02a4e774ad3a919d647d9b80e07>

<https://www.census.gov/about/contact-us.html>

Who do I contact about census issues?

Visit the census [contact page](#) or your regional office. Each census office is slightly different, but contact information can be located online.

<https://www.census.gov/about/contact-us.html>

How can a census participant identify a scam?

For concerns about fraudulent activity and scams, please visit [Avoiding Fraudulent Activities and Scams site](#).

The following are some tips from the Census Bureau on recognizing [Census Field Representatives](#).

If a participant has received a call to complete the census by phone, they can verify the caller's identity by calling the [National Processing Center](#).

- 1-800-523-3205 Jeffersonville, IN
- 1-800-642-0469 Tucson, AZ
- 1-800-877-8339 TDD/TTY

<https://www.census.gov/programs-surveys/are-you-in-a-survey/fraudulent-activity-and-scams.html>

<https://www.census.gov/about/regions/los-angeles/contact/identify.html>

https://www.census.gov/about/npc.Call_from_an_Interviewer.html

What questions will the Census never ask?

The census will never ask for:

- Your full Social Security number
- Money or donations
- Anything on behalf of a political party
- Your full bank or credit card account numbers
- Your mother's maiden name

See above regarding concerns about fraudulent activity and scams.

Where do I go to get more training for my staff?

Census.gov

The census has created a [Community Outreach Toolkit](#), [Fact Sheets](#), and pre-made [signs](#) to facilitate community participation.

These documents will help you learn the best way to connect your community to the census, provide simple information bits, and allow you to easily share graphics.

The Census Fact Sheets contain helpful flyers, such as the [Census 101: What You Need To Know](#) and flyers on [census confidentiality](#).

Request Workshops from the Census and Complete Count Committees

The Census Bureau is hosting workshops to help partners understand the census and their role in the process. Contact your local census office to see if a training is being held in your area.

In California, the Complete Count Committee can be contacted to set up such trainings.

In addition, many city, county, and state census committees offer similar trainings and webinars.

ALA Toolkit

The American Library Association has created a [Census 2020 Task Force](https://www.ala.org/advocacy/govinfo/census) which has worked hard to provide many great resources about the the 2020 Census.

<http://www.ala.org/advocacy/govinfo/census>



Marketing



Marketing

Engaging the community for the 2020 Census

General Information

Why should you market?

Many communities are designated as [Hard-to-Count](#) and [Hard-to-Survey by the Census](#), meaning that they had low response to the 2010 census and other census surveys. The 2020 Census is very important for our communities and if you're reading this then your library is committed to raising that number. The 2020 Census is moving to an online only format and there is a very real concern that more people than ever will not participate in the census due to lack of accessibility and awareness.

Marketing the census to your community will let you share reliable information about the census and what your library can offer census participants. It will also raise awareness about the importance of the 2020 Census for your community.



<https://www.censushardtocomap2020.us/>
<https://www.census.gov/roam>

Who is your target audience?

Everyone should have the information to participate in the 2020 Census but there are several groups that have been identified as top outreach priorities:

- Hard-to-Count (HTC) and Hard-to-Survey (HTS) populations (as identified by the Census) (<https://census.ca.gov/california-htc/>)
- People with Low Computer Literacy/Access
- New Americans
- People impeded by language barriers

How can you market?

Below are suggested activities to market to your community to promote Census 2020 at your library. They are arranged according to estimated costs.

Cost: \$0

- Promote through social media campaign
 - ◊ Create a hashtag, post on multiple platforms, etc.
 - Visit the [California Census 2020 Website](#) for hashtag ideas
 - ◊ Create fun and informative videos
- Have the Friends of the Library (FOL) and similar library partners spread the word about the census
- Talk about the census at regular community outreach events (school visits, community events)
- Present at City Council meetings
- Update your library homepage or create a special census landing page with upcoming events, related readings, book lists and links to census websites
- Put an ominous counter on your library website counting down to the census
- Send press releases about the library's role in the 2020 Census
- Put together a census outreach "bag" (laptop, mifi, census information, toolkit) so a staff member can go out to a community event and help people fill out the census onsite
- Place census information on checkout receipts
- Include census information on telephone systems and during closing announcements
- Have staff mention the census at the end of every transaction
- Market the census at the end of every program (elevator speech)
- Schedule public census information sessions that coincide with existing programs like bilingual storytime/homework center

Cost: \$100

- Host a coffee and donut Q&A where the community can get their questions answered about the 2020 Census
- Purchase advertisements in local publications, particularly those published in languages other than English spoken by the community
- Boost census-related posts on Facebook
- Create and distribute "premailer" letters sent to Hard-to-Count communities (in many languages) that reads "If you see this [picture of a census letter] don't throw it out, go to your local library."

Cost: \$500

- Put together customized swag promoting the library and the census
- Print large census infographic displays in the library
- Print bookmarks, buttons, or other census-related incentives
- Print flyers
 - ◊ Create a flyer around April Fools' Day with the words: "Census Day is April 1st, No Joke!"
 - ◊ Create a flyer with the words: "Do you love libraries? If so take the census."

Cost: \$1,000 or more (partner with key community organizations)

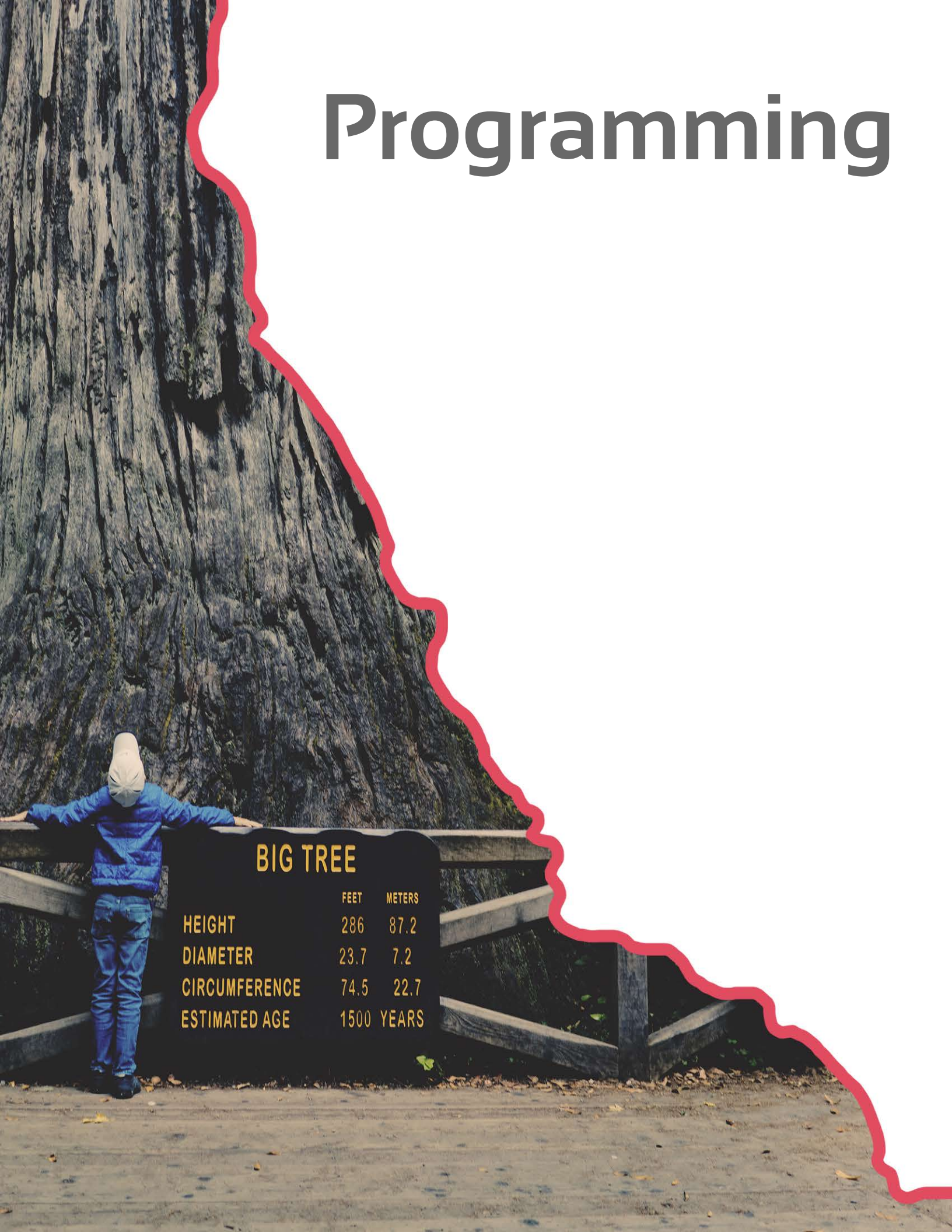
- Place advertisements at bus shelters
- Purchase radio advertisements
- Send out promotional mailers about the census
- Commission a census picture book

<https://census.ca.gov/resource/social-media/>

Posters and Flyers

This toolkit provides two customizable flyers, and several versions of a California Library Census 2020 logo. They can be found at the end of this toolkit in [Appendix D](#) and [Appendix E](#).

Programming



BIG TREE

	FEET	METERS
HEIGHT	286	87.2
DIAMETER	23.7	7.2
CIRCUMFERENCE	74.5	22.7
ESTIMATED AGE	1500 YEARS	

Programming

Census programs for your library

Why should we program?

Census events are a great way to engage your community and excite them about the 2020 Census. Your programs can help inform your community about its format and value. Programs will provide increased access for your community to participate in the 2020 Census. Many of these Census programs will require a dedicated space; plan to reserve your community room so it is available for Census worker trainings and meetings. See below for suggested programs.

Program for the General Public

2020 Census Day!

- Purpose: The Library provides extended hours of operation on Census Day (Wed, April 1, 2020) to provide a community space for members to complete the 2020 Census
- Who is involved: Staff and/or volunteers trained to answer patron questions about how and why they should complete the census; Additional staff to cover the extended open hours and continue to provide service to library patrons; Community dignitaries to help promote the event and show their support
- What you will need: Laptops or readily available computers; Space dedicated to census related activities (community room, table & chairs, etc.)

Programs for Adults

General Announcement: Thank you for joining us at the library today. Remember to make your voice heard. Complete your Census application and be an active member of your community. Everybody counts.

2020 Census Explained

- Purpose: An information session explaining the importance of the census, what questions to expect, how to participate, Q&A, etc.
- Who is involved: Staff (moderator) and an assembled panel of Census Steering Committee members
- What you will need: Informational flyers/handouts, and book lists

Census Solutions Workshops

- Purpose: Solve challenges — such as reaching hard-to-count populations — through a series of creative problem solving exercises that bring diverse people and organizations together
- Who is involved: Staff and/or volunteers, community partners
- What you will need: Dedicated space, post-it notes, flip charts, markers, pens and paper
- Reference: <https://www.census.gov/partners/workshops/census-solutions.html>;
<https://www.census.gov/partners/workshops.html>

Census @ Your Library Pop-ups

- Purpose: A pop-up station in the library where community members can complete the census online form. Less formal than a Census Action Kiosk and with limited dates and hours
- Who is involved: Staff and/or volunteers
- What you will need: Laptops or readily available computers; Space dedicated to census related activities

Census Action Kiosk (CAK) - permanent station

- Purpose: A self-service kiosk or station for community members to complete the census online form. This will be available whenever the library is open from March until the end of the active participation period. For optimal results, partner with [your local census office](#). <https://www.census.gov/regions>
- Who is involved: Staff and/or volunteer, Library IT, optionally U.S. Census Bureau staff.
- What you will need: Easily accessible space for kiosk (desktop computer, laptop or tablet); Brochures/handout for census FAQs

Book Club

- Purpose: A book club for adults that highlights census-themed books
- Who is involved: Librarian, local book worms
- What you will need: See book list included at the end of the toolkit or choose your own

Census Game

- Purpose: A passive game that encourages adults to learn more about the census by doing various activities
- Who is involved: Librarians, library staff
- What you will need: Incentives; Game card (see [Appendix F](#))

Basic Computer Workshops

- Purpose: A computer literacy workshop that teaches adults basic computer skills with a portion dedicated to the census survey online
- Who is involved: Librarian, library staff, or hired instructor
- What you will need: Laptops or readily available computers; space (community room - tables & chairs)

Programs for Families/Children

General Announcement: Thank you for visiting us at the library today. Just a reminder to complete your Census form. Every person counted means more money for community programs and extra support. Make your voice count! If you have any questions, please ask at the information desk.

- Purpose: A family storytime session that highlights the census and its significance for the community
- Who is involved: Librarian
- What you will need:
 - ◇ Storytime Learning Plan (see [Appendix H](#))
 - ◇ Books (see [Appendix C](#))
 - ◇ Different colored construction paper, scissors, glue, markers

Programs for Teens

General Announcement: Remind your grown-ups about the Census. It's so important for them to complete the form, because it ensures that money is set aside to support the community. It impacts your future. Make your voice heard. Everybody counts.

Mock Census

- Purpose: The Teen Advisory Board creates and hosts a “mock census” to engage local high school students
- Who is involved: TAB members
- What you will need: Partnership with local high schools; sample “census” questions; Web-based survey platform; Mock Census Learning Plan (see [Appendix G](#))

Book Club

- Purpose: A book club discussion for teens and young adults around the importance of being counted
- Who is involved: Librarian
- What you will need: Books (see [Appendix C](#))

Volunteer Opportunities

- 2020 Census Day
- Census @ Your Library Pop-ups
- Teen Advisory Board helps create census materials. This could include: buttons, stickers, coloring sheets, flyers, census videos



FAQ



FAQ

Below you will find a list of frequently asked questions about the 2020 Census and the library. This is to provide an area of quick reference and provide some helpful talking points to prepare you to respond to questions.

General Information

What is the Census?

The census is the Federal Government’s attempt to count every person living in the United States of America. It occurs once every 10 years. Everyone in the United States is counted regardless of age, immigration status, or residency.

<https://www.census.gov/programs-surveys/decennial-census/2020-census/about.html>

Who has to fill out the Census?

Each household (one or more people who occupy a housing unit) must fill out the census. Even if multiple families live in the same household, only one census form is filled out.

How does a participant fill out the Census?

The Census Bureau wants everyone to respond online. Each household should receive a letter in the mail with information on logging into the system. If they lose the letter, they can use their street address to log into the system. People without a permanent address will be tracked by a specific department within the Bureau.

If you have questions about the census, there will be a census hotline you may call. They can also take census information over the phone.

What are the important dates for the 2020 Census?

2019

- January-September — 248 Area Census Offices Opened
- August — In-field Address Canvassing

2020

- January — Enumeration(counting) in remote Alaska begins
- March — Internet Self-Response begins
- April 1st — Census Day
- May — No Response Follow Up begins
- December 31st — Apportionment counts delivered to President

<https://www.census.gov/library/visualizations/2018/comm/2020-timeline.html>

How long does the Census Take?

Filling out the census should take about 10 minutes. Larger households will take slightly longer.

How does a participant avoid being scammed?

The census and census officials will never ask for the following:

- Your full Social Security number
- Money or donations
- Anything on behalf of a political party
- Your full bank or credit card account numbers
- Your mother's maiden name

If participants suspect a call, email, or employee may be a fraud, they can contact the census department to double check.

<https://www.census.gov/programs-surveys/are-you-in-a-survey/fraudulent-activity-and-scams.html>

Value of the Census

Why is the library helping with the 2020 Census?

We want to ensure that every member of our community is counted so that our communities get the resources, representation, and recognition that they deserve. An undercount means less money and attention from the government, scientific community, and from businesses. In addition, a better count means a more accurate understanding of our community which allows us to serve it better.

<https://www.census.gov/programs-surveys/decennial-census/2020-census/about/why.html>

Filling out the Census

What happens if a participant does not fill it out?

Failing to fill out the census is a federal crime and punishable by fine. In practice no one has been prosecuted for failing to participate since 1970.

<https://www.politifact.com/texas/statements/2014/jan/09/us-census-bureau/americans-must-answer-us-census-bureau-survey-law/>

What if a participant lies on the Census?

Deliberately lying on the census is a federal crime punishable by a fine.

Is the Census available in languages other than English?

The online questionnaire is in 13 languages: English, Spanish, simplified Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, and Japanese. In addition the Census Bureau is creating “Language Guides” in 59 non-English languages (including American Sign Language and Braille).

[Census Operational Plan v4.0 pg. 206](#)
(<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/planning-docs/operational-plan.html>)

Use of Census Data

Can a participant’s data be used against them?

Information provided to the census is kept confidential and it is illegal to share specific information with anyone. No one, not even the President of the United States or the Chief Justice of the Supreme Court, can get access without an act of Congress.

According to federal law passed in 1954 (The Census Law, Title 13 of the U.S. Code), the information collected for the 2020 Census must be kept confidential and can only be used for statistical purposes. The Census Bureau only publishes “aggregated statistics that do not reveal information about particular individuals, households, or businesses.” Violations are federal crime punishable by 5 years of prison and/or a fine of \$250,000

https://www.census.gov/newsroom/blogs/director/2018/05/the_u_s_census_bure.html

Has Census data ever been misused?

The 1942 Second War Powers Act repealed existing census protection and census data was used to gather Japanese-Americans for internment. There is, in fact, data to suggest that the census Bureau not only compiled but also actively helped find Japanese-Americans for internment. Title 13 restored and then strengthened those protections in 1954.

The Census Bureau will compile publicly available information at the request of other agencies. In 2002, the Census Bureau shared publicly available census data on Arab-American neighborhoods with the Department of Homeland Security. This data does not contain any identifiable information.

<https://www.scientificamerican.com/article/confirmed-the-us-census-b/?amp>

<https://www.nytimes.com/2004/07/30/us/homeland-security-given-data-on-arab-americans.html>

How safe is a participant's data?

In addition to the legal restrictions discussed above, census data is protected by strong statistical safeguards. This year the census is applying something called “differential privacy” which protects individual privacy. It obscures enough information to make it impossible to identify an individual from a dataset while still being statistically useful.

https://www.census.gov/about/policies/privacy/statistical_safeguards.html

<https://medium.com/georgian-impact-blog/a-brief-introduction-to-differential-privacy-eacf8722283b>

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Appendix



Appendix A: Checklist

Is my Library prepared for the 2020 Census?

<input type="checkbox"/>	Library Staff Know about the Census	...Page 4
<input type="checkbox"/>	...And can articulate why it is important to the community	...Page 4-9
	Library has contacted	
<input type="checkbox"/>Local and County Government about Census Collaboration	...Page 5
<input type="checkbox"/>Community Organizations about Getting the Word out	...Page 5
<input type="checkbox"/>	Census Day Event Planned	...Page 12
<input type="checkbox"/>	Library IT has prepared computers to be Census Action Kiosks	...Page 12
	Census Programs have been scheduled for	
<input type="checkbox"/>Adults	...Page 13
<input type="checkbox"/>Families and Children	...Page 14
<input type="checkbox"/>Teens	...Page 12

Appendix B:

Recommended Readings

Below you'll find a list of the resources used to assemble the toolkit as well as other valuable sources of information.

Special thanks to:

- the American Library Association's (ALA) *2020 Census Outreach and Education Task Force* <http://www.ala.org/advocacy/census>
- the official Census.gov website <https://www.census.gov>
- and especially the California Library Association <https://www.cla-net.org/>
- and the California State Library <http://www.library.ca.gov/>.

If you haven't already looked at the ALA's Census Outreach and Education Task Force, start there before using any of these resources.

Government Resources

U.S. Census Bureau

General Information

- Official Census Website
<https://www.census.gov/>
- General Census FAQ
<https://www.census.gov/programs-surveys/are-you-in-a-survey/FAQs-about-our-surveys.html>
- Information About Census Scams
<https://www.census.gov/programs-surveys/are-you-in-a-survey/fraudulent-activity-and-scams.html>

Census 2020 Information

- Official Census 2020 Webpage
<https://www.census.gov/programs-surveys/decennial-census/2020-census.html>
- About the 2020 Census
<https://www.census.gov/programs-surveys/decennial-census/2020-census/about.html>
- Why we are doing the 2020 Census
<https://www.census.gov/programs-surveys/decennial-census/2020-census/about/why.htm>
- Census Operational Plan v4.0
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/planning-docs/operational-plan.html>
- Official Census 2020 Timeline
<https://census.gov/library/visualizations/2018/comm/2020-timeline.html>
- How Congressional Apportionment Works
<https://www.census.gov/prod/cen2010/briefs/c2010br-08.pdf>
- How Census Allocates Federal Funds
<https://www.census.gov/library/working-papers/2017/decennial/census-data-federal-funds>

Regional Information

- Regional Census Office Finder
<https://www.census.gov/regions>
- Regional Census Complete Count Committees
<https://www.census.gov/content/dam/Census/newsroom/press-kits/2018/ccs.pdf>

Outreach

- How the Census determines where someone should be counted
<https://www.census.gov/programs-surveys/decennial-census/2020-census/about/residence-rule.html>
- Community Outreach Toolkit
<https://www.census.gov/partners/toolkit.pdf>
- Partner Workshops
<https://www.census.gov/partners/workshops.html>

Privacy

- How the Census protects your privacy
<https://www.census.gov/programs-surveys/are-you-in-a-survey/data-protection.html>
- Description of the Statistical Safeguards used to protect Census Data
https://www.census.gov/about/policies/privacy/statistical_safeguards.html

State of California

CA Census 2020

- CA Census 2020 Webpage
<https://census.ca.gov/>
- CA Census 2020 county toolkit
<https://census.ca.gov/resource/counties/>

Other California Resources

- California State Association of Counties Census 2020 Page
<http://www.counties.org/2020-census>
- Discussion of how undercount may have cost California a Seat in 1990
https://lao.ca.gov/1999/0799_census2000.html

How State and Federal Agencies are preparing for the Census.

- States, cities gear up for Census with billions of dollars at stake
<https://thehill.com/homenews/state-watch/424780-states-cities-gear-up-for-census-with-billions-of-dollars-at-stake>
- Commerce Secretary Wilbur Ross says the Census Bureau is ready for 2020 and mentions its work with ALA in a recent op-ed:
<https://www.houstonchronicle.com/opinion/outlook/article/Countdown-for-the-2020-Census-We-are-ready-13480699.php>
- Counterpoint: the New York Library Association says the state is not prepared for 2020 and calls for funding to support libraries' preparations:
<https://blog.timesunion.com/capitol/archives/285284/sounding-the-alarm-on-the-2020-census/>

- Libraries are highlighted in this article listing innovative ways that communities are preparing to get everyone counted:
<http://www.governing.com/topics/mgmt/gov-2020-census-count.html>
- Hurdles Remain As The Final Countdown Begins For The 2020 Census
<https://www.npr.org/2019/01/10/677745758/hurdles-remain-as-the-final-countdown-begins-for-the-2020-census>

Library Resources

- Public Libraries and the 2020 Census by the Center for Urban Research
<https://www.gc.cuny.edu/Page-Elements/Academics-Research-Centers-Initiatives/Centers-and-Institutes/Center-for-Urban-Research/CUR-research-initiatives/Public-Libraries-and-the-2020-Census>

American Library Association

This is a recommended starting point for Census prep and research. It is a similar tool to this toolkit. It also lists the ALA members that are part of the 2020 Census Outreach and Education Task Force to contact for more information.

- Main ALA Census Page
<http://www.ala.org/advocacy/govinfo/census>

Privacy Issues

- How the Census protects your privacy
<https://www.census.gov/programs-surveys/are-you-in-a-survey/data-protection.html>
- Confirmed: The U.S. Census Bureau Gave Up Names of Japanese-Americans in WW II
<https://www.scientificamerican.com/article/confirmed-the-us-census-b/?amp>
- Homeland Security Given Data on Arab-Americans
<https://www.nytimes.com/2004/07/30/us/homeland-security-given-data-on-arab-americans.html>

Data Protection

- Description of the Statistic Safeguards used to protect Census Data
https://www.census.gov/about/policies/privacy/statistical_safeguards.html
- An introduction to Differential Privacy
<https://medium.com/georgian-impact-blog/a-brief-introduction-to-differential-privacy-eacf8722283b>

Additional information

- The Census Project
<https://thecensusproject.org/>

Election Research

- Reapportionment Studies by Decade
<https://www.electiondataservices.com/reapportionment-studies/>
- How California could lose a seat in the 2020 Census
<https://www.ppic.org/publication/the-2020-census-and-political-representation-in-california/>

Resources for Reaching Hard-to-Count Groups

- Georgetown Law Center on Poverty and Inequality Census 2020 Page (for hard-to-count communities)
<http://www.georgetownpoverty.org/issues/democracy/census/>
- Counting Everyone in the Digital Age: The Implications of Technology Use in the 2020 Decennial Census for the Count of Disadvantaged Groups (Leadership Conference Education Fund and Georgetown Center on Poverty and Inequality, Fall 2017)
<http://www.georgetownpoverty.org/issues/democracy/counting-everyone-in-the-digital-age/>
- Census 2020 Hard-to-Count Map (City University of New York Center for Urban Research)
<https://www.censushardtcountmaps2020.us/>
- 2020 Census Barriers, Attitudes, and Motivators Study Survey Report
<https://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/final-analysis/2020-report-cbams-study-survey.html>

Appendix C: Reading Lists

For Children

Ashabranner, B. K., & Ashabranner, M. (1989). *Counting America: The story of the United States census*. New York: G.P. Putnam's Sons.

Traces history of the population census and describes how and why information about the number and characteristics of the people living in the United States is gathered every ten years.

Davies, J., & Schindler, S. D. (2014). *Tricking the tallyman: The Great Census Shenanigans of 1790*. New York: Dragonfly Books.

In 1790, the suspicious residents of a small Vermont town try to trick the man who has been sent to count their population for the first United States Census.

Gunning, M., & Pedlar, E. (2014). *A shelter in our car*. New York: Children's Book Press.

Since she left Jamaica for America after her father died, Zettie lives in a car with her mother while they both go to school and plan for a real home.

Katz, K. (2013). *The colors of us*. Columbus, O.H.: Zaner-Bloser.

Seven-year-old Lena and her mother observe the variations in the color of their friends' skin, viewed in terms of foods and things found in nature.

Morales, Y. (2018). *Dreamers*. New York: Neal Porter Books.

An illustrated picture book autobiography in which author Yuyi Morales tells her own immigration story.

For Teens

Fleischer, J. (2016). *Votes of confidence: A young person's guide to American elections*. San Francisco, CA: Zest Books.

Just in time for the 2016 election, this offers young readers an essential guide to the past, present, and future of American elections.

Haddix, M. P. (1998). *Among the hidden*. New York: Simon & Schuster Books for Young Readers.

In a future where the Population Police enforce the law limiting a family to only two children, Luke has lived all his twelve years in isolation and fear on his family's farm, until another "third" convinces him that the government is wrong.

Hagel, C. & Kaminsky, P. (2008). *America: Our next chapter*. New York, NY: Ecco.

Shares plain-spoken opinions about the current state of American politics, discussing how the nation reached its present circumstances and what the author believes can be done to correct specific moral and economic problems.

Johnson, M. (ed.) (2018). *How I resist: Activism and hope for the next generation*. New York, NY: Wednesday Books.

In *How I Resist*, readers will find hope and support through voices that are at turns personal, funny, irreverent, and instructive. Not just for a young adult audience, this incredibly impactful collection will appeal to readers of all ages who are feeling adrift and looking for guidance.

Rivera, L. (2017). *The education of Margot Sanchez*. New York, NY: Simon & Schuster BFYR.

Margot Sanchez is paying off her debts by working in her family's South Bronx grocery store, but she must make the right choices about her friends, her family, and Moises, the good looking but outspoken boy from the neighborhood.

Zoboi, I. (2017). *American street*. New York, NY: Balzer + Bray, an imprint of HarperCollins Publishers.

In this stunning debut novel, Pushcart nominated author Ibi Zoboi draws on her own experience as a young Haitian immigrant, infusing this lyrical exploration of America with magical realism and vodou culture.

For Adults

Ball, J. (2018). *Census, a novel*. New York, NY: Ecco, an imprint of HarperCollins.

Learning that he does not have long to live and will need to figure out how to provide for his developmentally disabled adult son, a widower signs up as a census taker for a mysterious government bureau and leaves town with his son on a cross-country journey.

Miéville, C. (2016). *This census-taker: A novella*. New York: Del Rey.

A novel about a lonely boy who dreams of escape and finds hope when a stranger knocks on his door.

Nobles, M. (2000). *Shades of citizenship: Race and the census in modern politics*. Stanford, CA : Stanford University Press.

This book explores the politics of race, censuses, and citizenship, drawing on the complex history of questions about race in the U.S. and Brazilian censuses.

OHare, W. P. (2015). *The undercount of young children in the U.S. Decennial Census*. Cham: Springer International Publishing.

This book covers several dimensions of the undercount of young children in the U.S. Decennial Census, examines the data from the 2010 U.S. Decennial Census in detail and looks at trends in the undercount of children over time.

Prewitt, K. (2016). *What is your race?: The census and our flawed efforts to classify Americans*. Princeton: Princeton University Press.

Author Kenneth Prewitt challenges the usefulness and validity of race classification in the Census in modern-day, diverse America.

This toolkit contains [OCLC WorldCat](#) information made available under the [ODC Attribution License](#). The OCLC Cooperative requests that uses of WorldCat derived data contained in this work conform with the [WorldCat Community Norms](#)

Appendix D: Flyers

CLA Brown Tree Design



The Power To Be Counted Is In Your Hands.

Fill out your 2020 Census form. Your family and community are counting on you. Need help? Ask one of your fellow librarians for assistance.



CLA Black Tree Design



The Power To Be Counted Is In Your Hands.

Fill out your 2020 Census form. Your family and
community are counting on you. Need help?
Ask one of your fellow librarians for assistance.



CLA Green Tree Design



The Power To Be Counted Is In Your Hands.

Fill out your 2020 Census form. Your family and community are counting on you. Need help? Ask one of your fellow librarians for assistance.



CLA #ICOUNT Design

Every Person Counts!

I C O U N T

Appendix E: Logos

Below you will find three CLA Census 2020 logo variations to accommodate color, black and white, and letterhead printing.

CLA Color Logo



CLA Black and White Logo



CLA Letterhead logo



Appendix F: Census Challenge Game Board

Game Card

ARE YOU READY TO
BE COUNTED?



**Take The Census
Challenge!**



Fill out the Census form online



Attend a Census library program



Read FAQ Census handout and
answer questions



Check out a book about the Census

Finished? Bring this game card to a
librarian and claim your prize



Appendix G:

Mock Census Learning Plan

Target Audience: Teens

Purpose: The Library’s Teen Advisory Board / Group (TAB/TAG) work with Student Government members to facilitate a “mock census” at a local high school to engage students in how the Census functions.

Materials Needed: Half-sheet surveys, pencils, collection box, web-based survey platform (answers input here to generate results), Poster-board or other way to share results

Encourage the TAB members to generate questions (up to 7). Sample questions could include:

- Grade: Freshman, Sophomore, Junior, Senior
- Birthday Month: Jan - Mar, Apr - Jun, Jul - Sept, Oct - Dec
- Hogwarts House: Gryffindor, Hufflepuff, Muggle, Ravenclaw, Slytherin
- After-school clubs: List up to 3

TAB and Student Government members distribute surveys to students over the course of 1 to 2 weeks (or predetermined time frame). Once surveys are collected, entries are input to the web-based survey platform to generate results. Results should be posted and shared. TAB should identify any interesting or surprising percentages and can stress the importance of being counted (e.g. offer the after-school club who tallied the highest percentage of student participants additional funds/pizza party for their club to demonstrate how population can influence funding and other money allocations).

Sample results could be formatted as:

- % of students surveyed were Freshmen compared to % Seniors
- % of students were born in Apr - Jun, but that % increases if you focus on just Juniors
- % of students participate in Anime Club, % of students are active in Photography, etc.

Appendix H: Census Storytime Learning Plan

Target Audience: Children ages 4-12

Welcome/Opening Song: Librarian's preferred song

Introduction: Has anyone here ever heard of the word "Census"? Does anyone know what a Census is? A Census is an official count of a population. In the United States, we count and collect information on each person every 10 years.

Book One: Tricking the Tallyman by Jacqueline Davies

Song/Rhyme/Fingerplay:

Flannel Board/Puppet Story:

Book Two: Choose from book list

Movement Activity: Musical Chairs; have the children count off and place fewer chairs than the children present. Play musical chairs and give those that were able to secure a seat a prize. Relate this to how the census works: lack of seats = lack of representation = lack of available resources (prize)

Closing song: Librarian's preferred song

Art Activity:

Materials needed: different colored construction paper, scissors, markers, crayons

Children will trace their hands on the construction papers provided and cut the traced hands. Ask that children do 5 each to contribute to the pot. The children will then pick from the collection in the pot and create something out of them (a flower, a wreath, etc. – encourage them to be creative).

Explain to children that this is the tapestry of America. We're all different colors, shapes and sizes. We make up this country and it's important that everyone contributes and is counted and represented.

Appendix I: Census Day Evaluation Questions

Please modify and use these Census Day Evaluation Questions.

Census Day Evaluations

Please take a few minutes to let us know how we did. Thanks to the 2020 Census program you just attended, please indicate how much you agree with the following statements.

Thanks to this 2020 Census program I am more aware of the upcoming 2020 Census and its purpose

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

Thanks to this 2020 Census program I feel like I can make an informed decisions about participating in the Census.

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

What did you like most about this program?

What could make it better?

Census 2020 Program Initial Survey

Please indicate how much you agree with the following statements

I am aware of the upcoming 2020 Census and its purpose

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

I feel like I can make an informed decisions about participating in the Census.

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

Census 2020 Program Post Evaluation

Please indicate how much you agree with the following statements

Thanks to this 2020 Census program I am more aware of the upcoming 2020 Census and its purpose

Strongly Disagree Disagree Neither Agree Strongly Agree N/A

Thanks to this 2020 Census program I feel like I can make an informed decisions about participating in the Census.

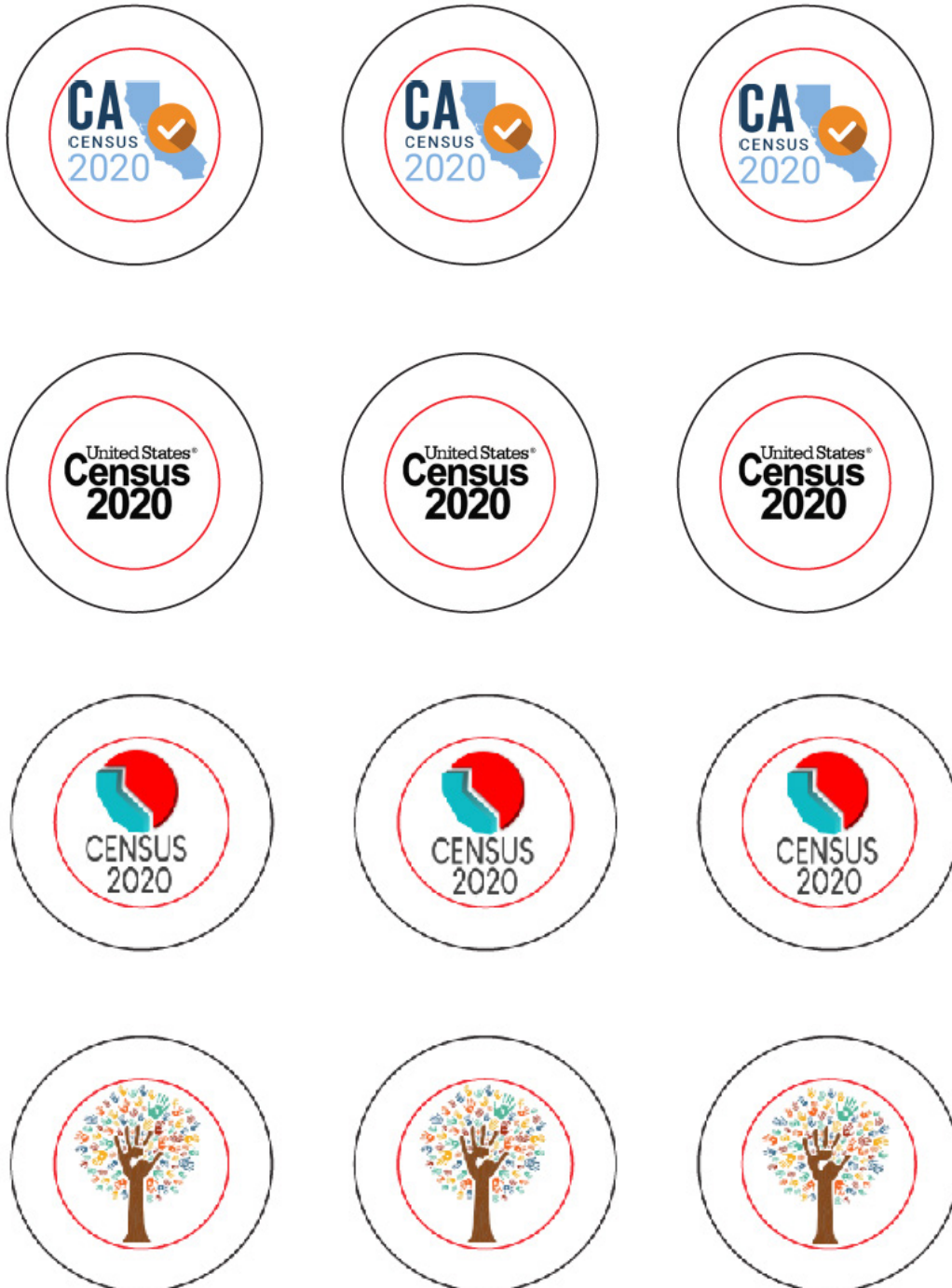
Strongly Disagree Disagree Neither Agree Strongly Agree N/A

What did you like most about this program?

What could make it better?

Appendix J: Pinback Button Templates

1.5" Button template



2.5" Button template



Appendix K: Census Window Decal

Window Decal- Color

Are you ready to be counted?
Fill Out Census Here



Window Decal- Black and White

Fill Out Census Here



Contributors



Erik Berman

Erik is the Coordinator of Services to Young Adults for the Alameda County Library system and Columnist for VOYA. A 2017 Library Journal Mover and Shaker, Erik has focused his efforts on increasing teen involvement and participation.



Katie DeKorte

Katie is a Youth Services Librarian with the Sacramento Public Library. She has spent the last 10 years working in libraries. She had a special connection with her volunteer coordinator at her local library as a teen, and hopes to serve in that role for future generations.



Cheryl Gilera

Cheryl is a Community Library Manager at El Monte Library, part of LA County Library. She graduated with a MLIS from UCLA and has been with LA County Library for 15 years.



Alvaro Quezada

Alvaro is the Library Supervisor at the USC Norris Medical Library. He has been working in special libraries for the past 15 years. Alvaro enjoys cooking BBQ and playing golf with his son and daughter.



Joanna Ritchie

Joanna is a Senior Librarian with Santa Clarita Public Library and oversees the Adult and Young Adult departments, in addition to coordinating volunteers for her branch. Any spare time she has is spent outdoors hiking, biking, or simply forest-bathing.



Liz Vagani

Liz is a Librarian III Branch Manager at the San Diego County Library. Having worked in six different libraries in two states during her career so far, Liz has discovered her particular passion lies in working with underserved communities.