



**Staff Report**

For City Council Meeting - 07/11/2018

***Subject - Visitors - Marc Czornij - 2020 Census Presentation***

**Synopsis:** Marc is a Partnership Specialist with the 2020 Census. He has been working in several Oregon counties along the Columbia River coordinating and communicating timelines, expectations, and information regarding the upcoming 2020 Census to elected officials, community benefit organizations, and faith community members. A number of changes will be occurring, including the opportunity to self-report online. Tonight's half-hour slideshow presentation will bring us up to speed with what to expect.

**Recommended Motion:** N/A

**Legal Analysis:** N/A

**Financial Analysis:** N/A

Respectfully submitted,

A handwritten signature in black ink, appearing to be the name "Chad", written in a cursive style.

Chad

# The Road to 2020 and the City of Gearhart

Marc Czornij

Partnership Specialist

U.S. Census Bureau

July 3, 2019

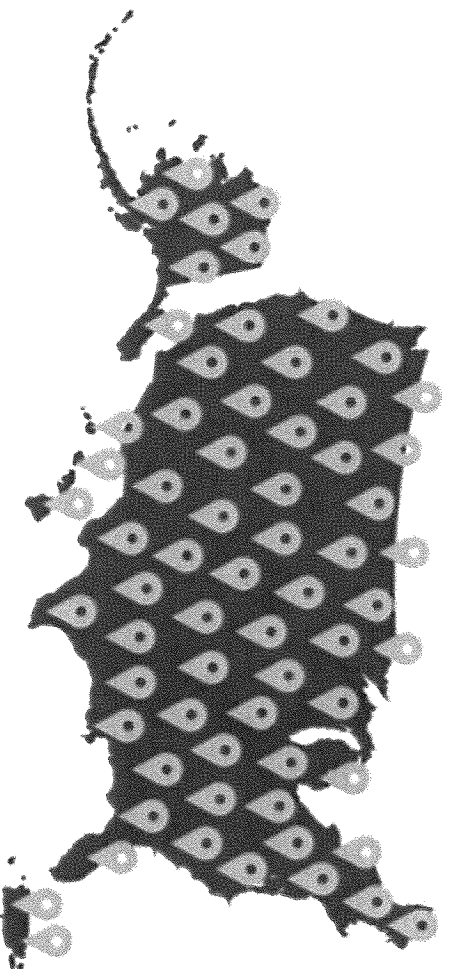


# Oregon Partnership Specialists

Increase participation in the 2020 Census of those who are less likely to respond or are often missed.

- Educate people about the 2020 Census and foster cooperation with enumerators.
- Encourage community partners to motivate people to self-respond.
- Engage grassroots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign.

# 2020 Census



Count everyone once, only once, and in the right place.

United States  
**Census**  
Bureau


U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)




# Why We Do a Census

- Article 1, Section 2 of the US Constitution:  
*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*
- Key purpose is apportioning the US House of Representatives

# Why the Census Matters

- 
- Congressional representation
  - Apportionment & redistricting

- 
- \$883 billion distributed annually
  - Based on population

- 
- \$13.5 billion each year to Oregon
  - Approx. \$3,200 per Oregonian counted\*

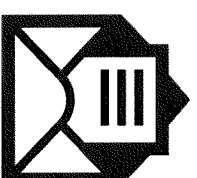
# Our Challenge

- By September 2020, throughout the U.S., we will count approximately 330 million people living in 140 million housing units in order to obtain a complete and accurate count.
- In Oregon, using July 2018 estimates, we expect there are 4.2 million people living in 1.8 million housing units that will need to be counted.



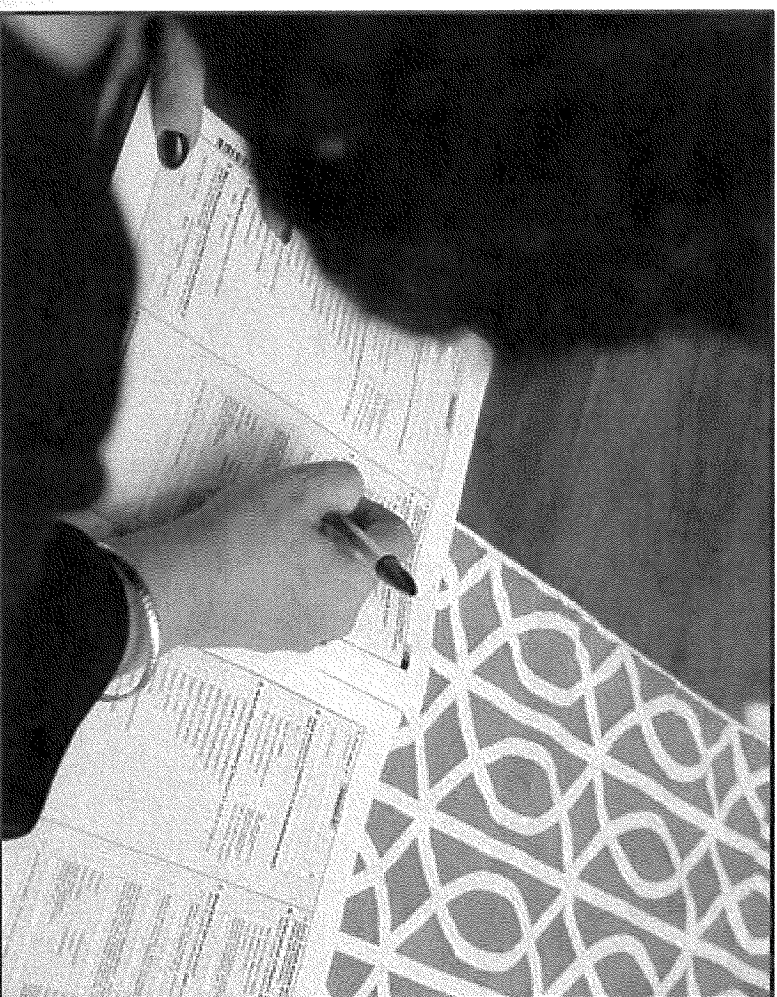
# Self-Response Begins March 12, 2020

- Internet
- Phone
- Paper
- In-person



# What We Ask

1. Address
2. Phone number
3. Count of each person at the address
4. Name
5. Gender
6. Age and date of birth
7. Race
8. Hispanic, Latino or Spanish origin
9. Whether someone Lives somewhere else
10. Relationship
11. Citizenship \*





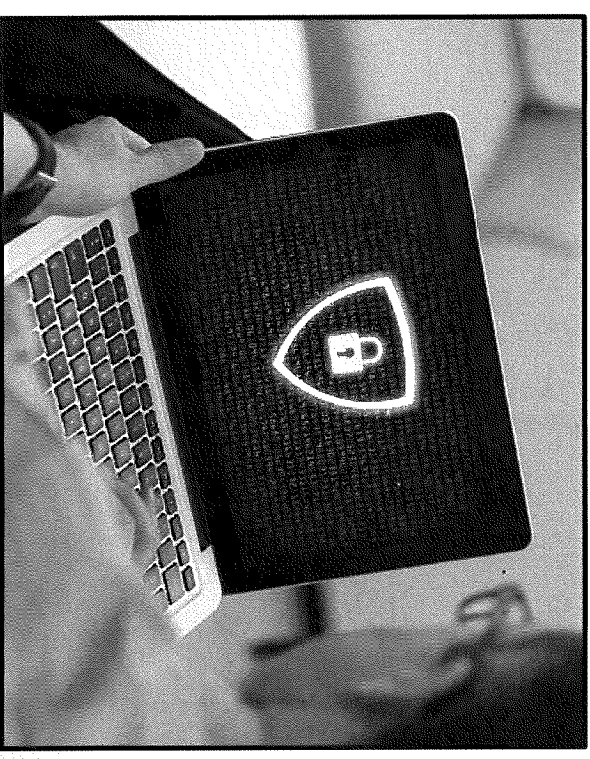
# Languages

Internet Self-Response	Paper Form	Paper Form Help	Enumerators & Mailed Items	Language Card and Guides
<p>English Spanish Chinese (Simp.) Vietnamese Korean Russian Arabic Tagalog Polish French Haitian Creole Portuguese Japanese</p>	<p>English Spanish</p>	<p>13 languages Plus TDD</p>	<p>English Spanish</p>	<p>59 languages Plus ASL Plus Braille Plus Large Print</p>



# Privacy & Confidentiality

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization (U. S. Code Title 13)
- Life-time oath by all Census Bureau employees
- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of \$250,000



# Hard-to-Count Populations

- Foreign-born/Immigrants
- Children younger than 5
- Seniors
- People Experiencing Homelessness
- Migrant Workers
- Renters
- Internet Concerns



# Population Data

## 2018 Census Estimates

Oregon  
4,190,713

Clatsop County  
39,764

Gearhart  
1,587

## 2017 American Community Survey

Gearhart 1,526  
Housing Units





# Seniors (62+)

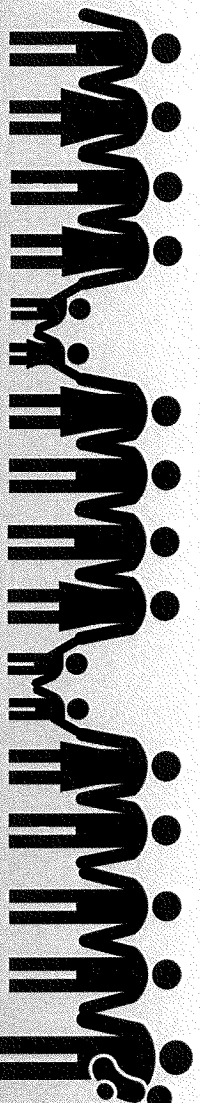
Gearhart

426

(27.4%)

## Issues:

- Physical isolation
- Mental health
- Access or ability to use the internet
- Feeling they won't matter to the 2020 count



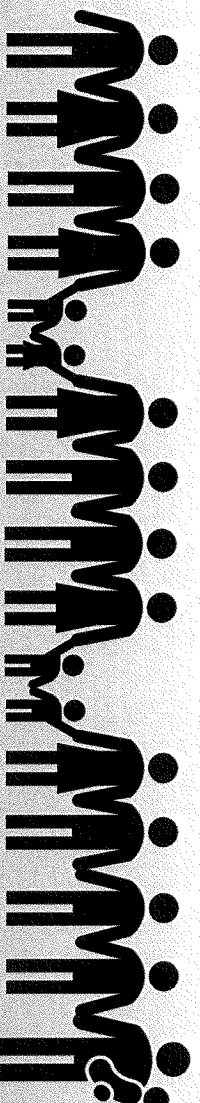
# Children Under 5 Years

Gearhart 58

(3.7%)

Issues:

- Split custody
- Living in age restricted housing
- Missed when parents don't respond



# Renters

Gearhart

644 Occupied Housing Units

458 Owner-occupied (71.7%)

186 Renter-occupied (28.9%)

Issues:

- More transient/frequent movers
- Less community involvement?
- Think Census is just for homeowners?

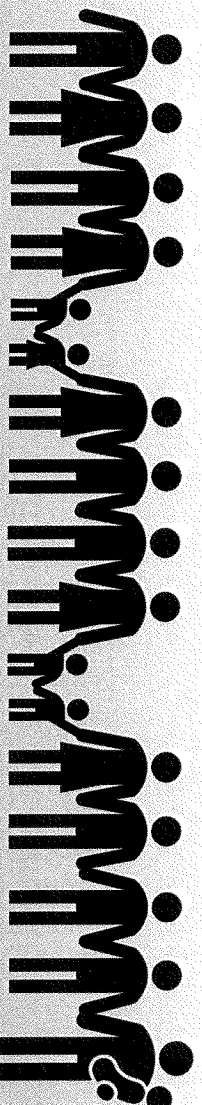




# People Experiencing Homelessness

Clatsop County	Gearhart	0
680 (2017)	(2010)	

- 2017 Point-in-Time data of individuals living in sheltered and unsheltered environments.
- 2010 Gearhart Census data shows 0 people experiencing homelessness counted.



# Migrant Workers

Oregon	28,940	Clatsop County	134
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- Figures from a June 2018 OSU study.
- Does not include family members accompanying workers.



# Foreign Born Residents

Gearhart

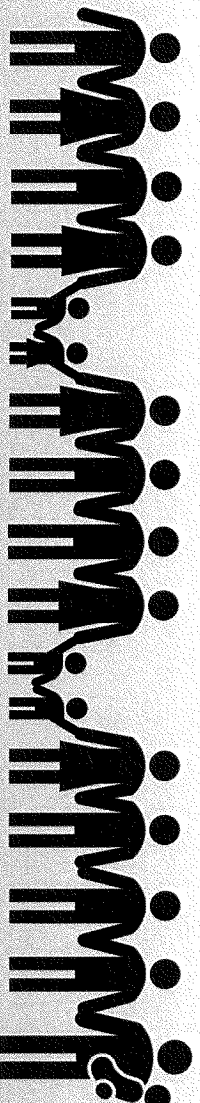
3 Naturalized citizens

25 Non-U.S. citizens

28 Total foreign born

Issues:

- Language barriers
- Fear of government
- Unaware of Constitutional requirement



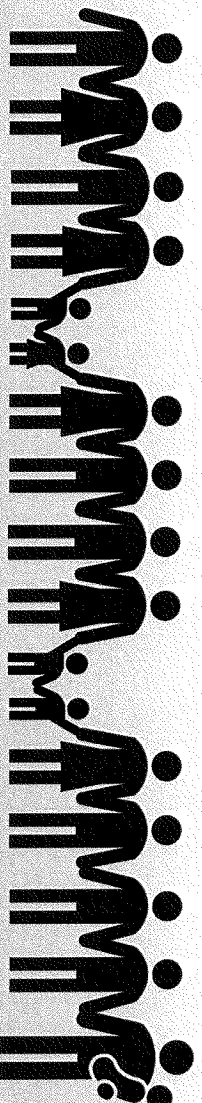


# Internet Concerns

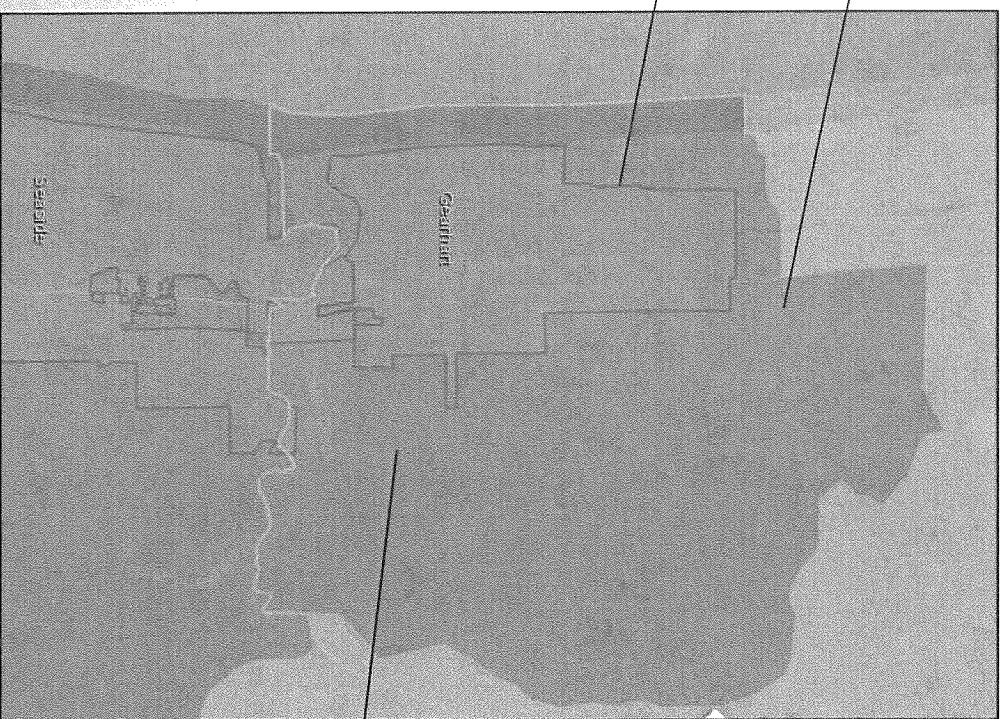
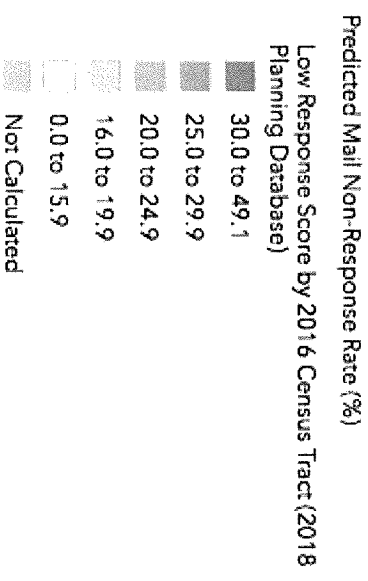
2020 marks the first time an internet option is available for self-reporting.

Issues:

- Familiarity
- System security
- Accessibility
- Trust with information



# Low Response Score (LRS)



Census tract 9507

Gearhart city limits

**Low Response Score (LRS)** is a percentage of households predicted to NOT self-respond to the Decennial Census. The higher the LRS is in a census tract, the harder that area may be to survey.

Detailed info: [census.gov/roam](http://census.gov/roam)

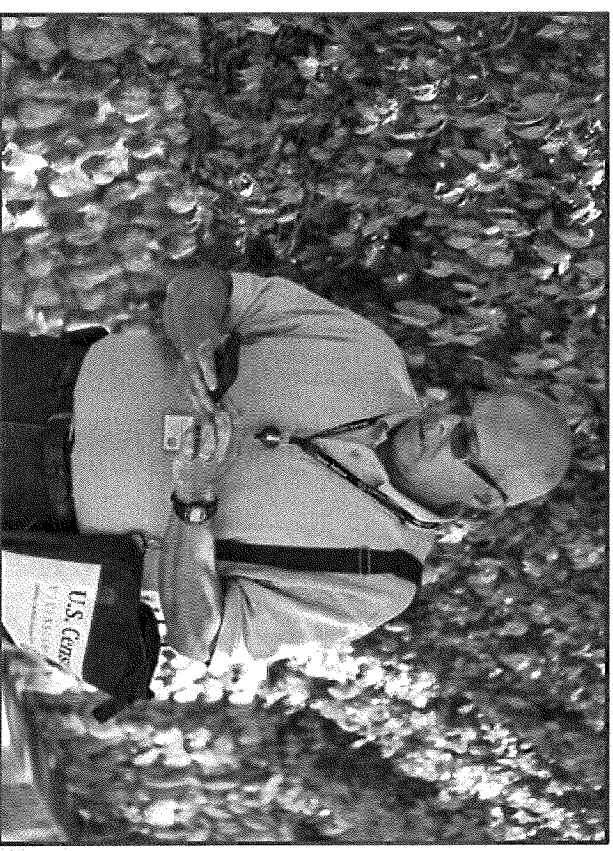
20.6%  
LRS



# How You Can Help

## Recruitment

- Great pay (\$17.50-\$19.50/hr)
- Flexible hours
- Weekly pay
- Paid training
- Accepting applications now
- [2020census.gov/jobs](http://2020census.gov/jobs)





# How You Can Help

## Form a Complete Count Committee (CCC)

- Identify, educate, and motivate Hard-to-Count populations in your area.
- Tribal, state and local governments work together with partners in their communities to form CCCs. Community-based organizations also establish CCCs that reach out to their network.
- Committee members are experts from government, media, workforce development, business, education, community organizations, faith-based communities, and other areas.



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**Census**  
2020

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# Contact Information

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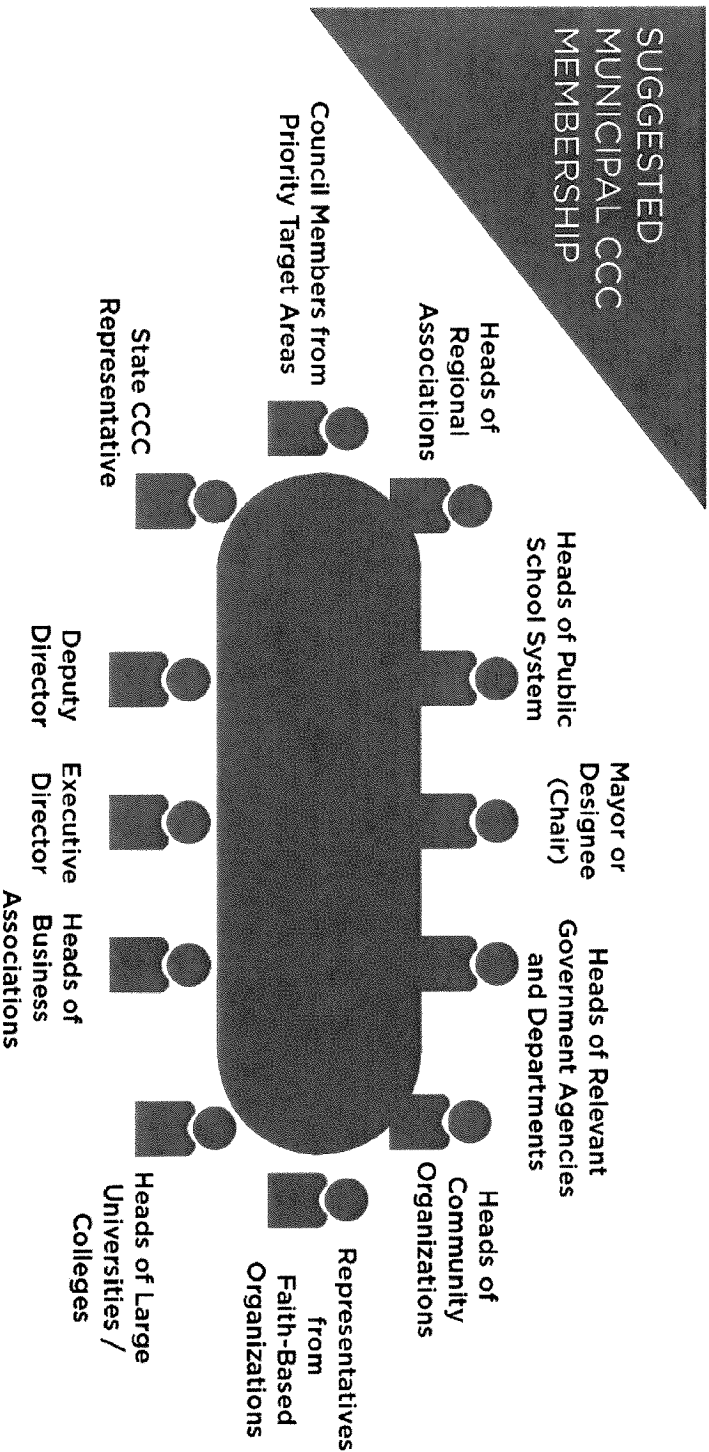
## References

- Slide 5: [https://gwipp.gwu.edu/sites/g/files/zaxdzs2181f/downloads/IPP-1819-3%20CountingforDollars\\_OR.pdf](https://gwipp.gwu.edu/sites/g/files/zaxdzs2181f/downloads/IPP-1819-3%20CountingforDollars_OR.pdf)
- Slides 6, 13-17: [factfinder.census.gov](http://factfinder.census.gov)
- Slide 17: [public.tableau.com/profile/oregon\\_housing\\_and\\_community\\_services#/vizhome/InformationDashboardPTCount\\_1/Point-in-TimeCount](http://public.tableau.com/profile/oregon_housing_and_community_services#/vizhome/InformationDashboardPTCount_1/Point-in-TimeCount)
- Slide 18: <https://www.oregon.gov/ohcs/DO/Farmworker2018/05-24-18-AWHFT-Oregon-MSFW-Enumeration-Study.pdf>
- Slide 21: [census.gov/roam](http://census.gov/roam)

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[https://commons.wikimedia.org/wiki/File:Aerial\\_View\\_of\\_Gearhart,\\_Oregon.JPG](https://commons.wikimedia.org/wiki/File:Aerial_View_of_Gearhart,_Oregon.JPG).

# Complete Count Committees

## Suggested CCC Membership



*\*Partnership Specialist is advisor and Census liaison to Municipal CCC's*