

The Road to 2020 and the City of Brownsville

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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 435 seats belonging to the US House of Representatives.

2020 Census Goal



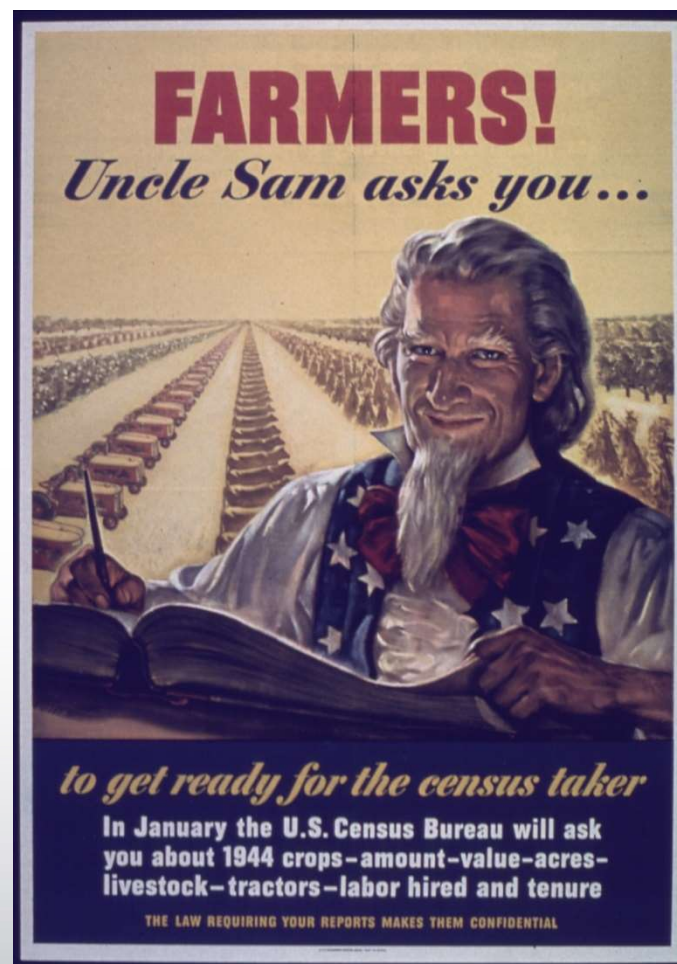
Private and Confidential

- Only aggregate data reported.
- Prohibited by law from releasing personal information to any person or organization
USC 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.



What Do We Ask?

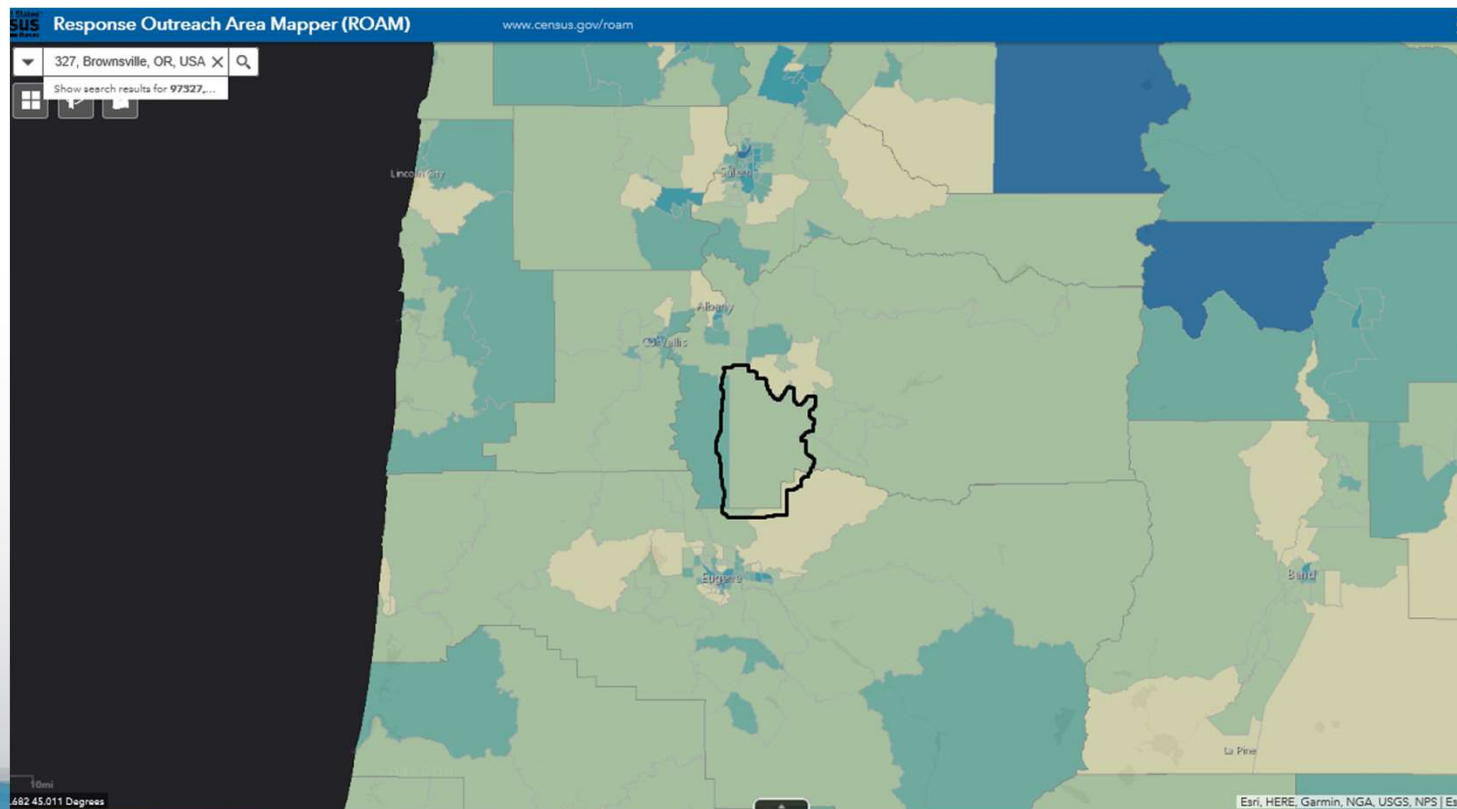
- Name.
- Address.
- Phone number.
- Gender.
- Age and date of birth.
- Names of people living at that address.
- Relationship to other inhabitants.
- Race.
- Hispanic, Latino or Spanish origin.



Census Count Determines State Funding

- Total funding to all 50 states - \$883 Billion
- **Oregon's Share - \$13.5 Billion**
- Oregon's per capita estimate - \$3,200

Brownsville Low Response Rate 2010 Census – 18%



Population Math

2010 Census Population Estimate:

Brownsville = 4426

Undercounted: 18% = 797

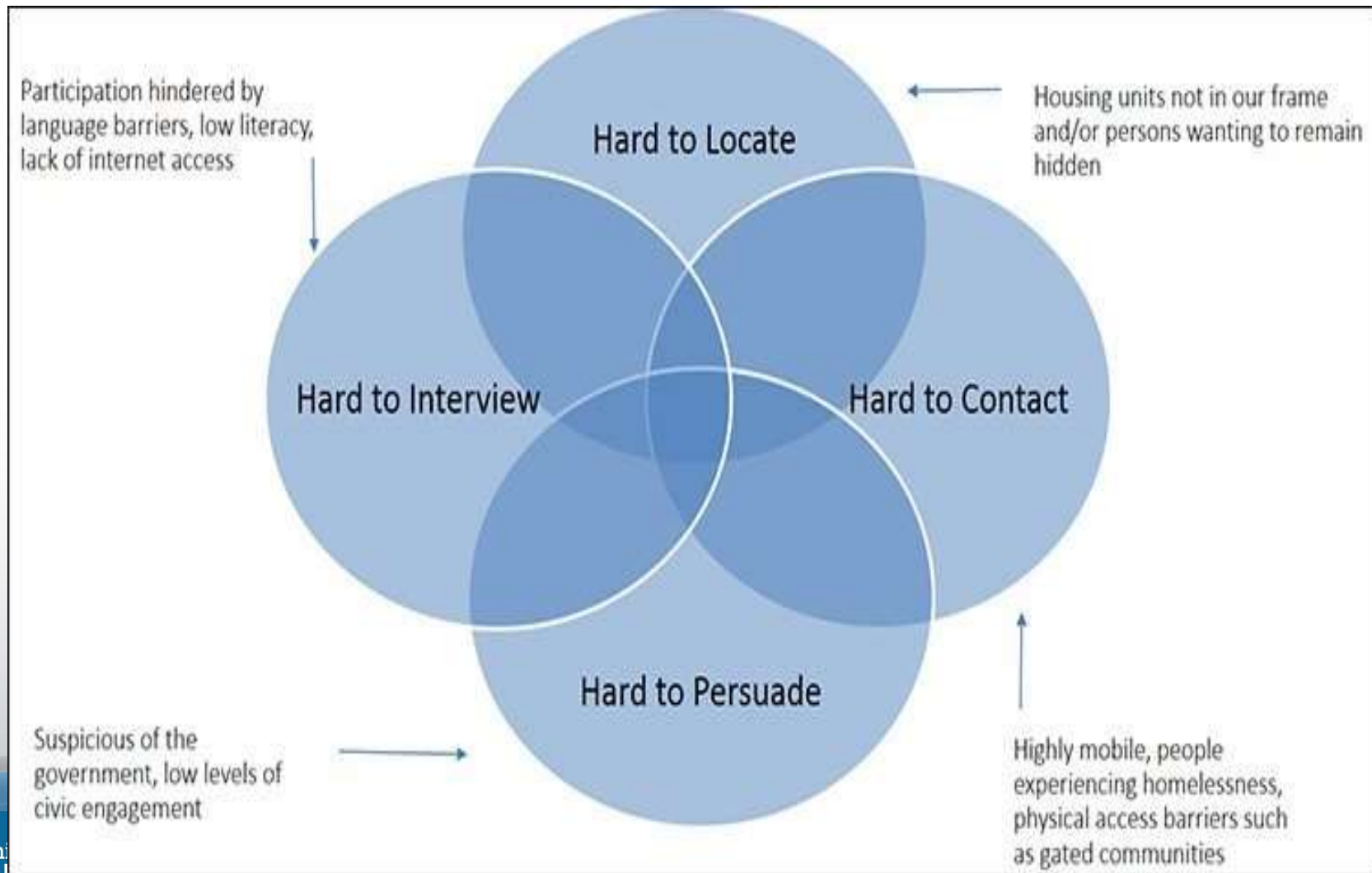
797 x \$3200 per person:

\$2.5 Million each year Oregon has not received
each year since 2010.

Hard-to-Count Populations

- Renters.
- Seniors.
- Children younger than 5.
- Homeless.
- Migrant workers.
- Foreign-born/Immigrants.

Why?



Renters

Brownsville: 22%

Possible reasons for undercounting:

- More transient/frequent movers?
- Less community involvement?
- Apathy?

Seniors Those 62 or Older

Brownsville: 20%

Possible reasons for undercounting:

- Physical Isolation?
- Mental Health?
- Feeling they don't matter?

Children Under the Age of Five

Brownsville: 6%

Possible reasons for undercounting:

- Split custody?
- Byproduct of parents not responding?
- Children living in age restricted housing?

The Homeless Count Linn County

Using Point in Time (PIT) statistics from 2017,
individuals living in non-sheltered environments
in Linn County:

2015 = 222

2017 = 180

Migrant Workers Linn County

Using OSU info from June 2018, they estimate there were 1710 individuals working in migrant jobs throughout Linn County in 2018.

This figure does not include family members who may accompany the worker.

Foreign Born Residents

Linn County: 2%

Possible reasons for undercounting:

- Language?
- Fear?
- Unaware of Constitutional Requirement?

Internet Access

2020 marks the first time internet and phone options are available for self-reporting.

Possible issues:

- **Accessibility – In Brownsville, 9% No Computer.**
- Familiarity.
- System Security.
- Trust with information.

Oregon Partnership Specialists

Purpose: 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** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign.

Complete Count Committees

- Tribal, state and local governments work together with community partners to form CCCs to promote the 2020 Census to their constituents.
- Purpose is to identify and educate those in hard-to-count populations.
- Use ROAM to target low-response census tracts.
- Oregon Cascades West Council of Governments is creating a CCC for Linn & Benton Counties.
Stephanie Nappa snappa@ocwcog.org

We Are Hiring!

\$17.50-\$19.50 per hour.
ALL counties in Oregon.
Must be at least 18.
Pay day every Friday.

WE CAN
BE CENSUS TAKERS

APPLY ONLINE!
2020census.gov/jobs

2020 Census jobs provide:

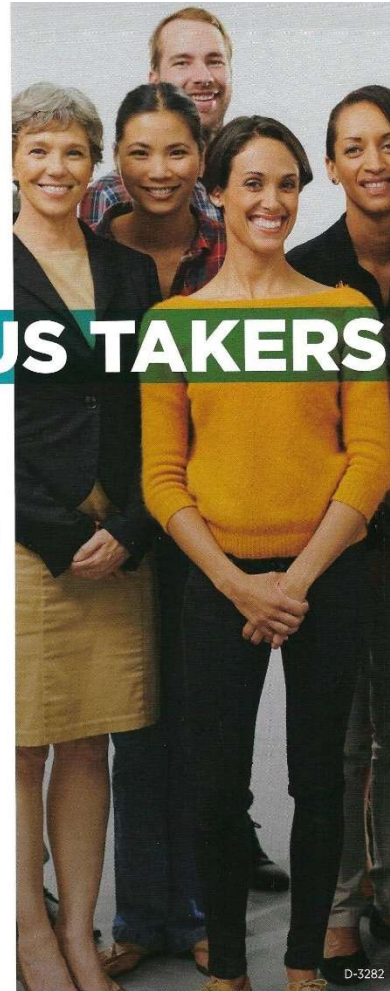
- ✓ Great pay
- ✓ Flexible hours
- ✓ Weekly pay
- ✓ Paid training

For more information or help applying, please call
1-855-JOB-2020

Federal Relay Service:
1-800-877-8339 TTY/ASCII
www.gsa.gov/fedrelay

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Thank you.

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