



SOUTH CAROLINA CENSUS 20

#NotJustACount

Agenda

- SC Counts 2020 Overview
- Census In The News
- Census Operations
- Next Steps

SC Counts 2020

- SC Counts 2020 is a collaborative project of United Way Association of SC, SC Grantmaker's Network, and TogetherSC.
- We are nonpartisan and operate under UWASC 501c3.
- Our mission is to ensure a fair, accurate, and complete count in SC.
- Our vision is for every South Carolinian to be acknowledged, recognized, valued, and counted.
- We serve as part of the SC Governor's Complete Count Commission.
- We support community-based efforts across SC by providing financial resources and technical assistance to ensure a complete count.



Census Reminders

- The decennial census is constitutionally mandated activity to count every person in the US.
- The census counts every living person where they live most of the time.
- The census can be completed by paper form, online, or by phone.
- Census data is used for redistricting, distributing federal resources, and by public and private groups to aid in decision making.



Executive Order

- On July 21, 2020 President Trump issued Executive Order to Secretary of Commerce Ross to exclude people without legal immigration status from the apportionment process
- Article about the Executive Order and possible legal challenges:
<https://www.npr.org/2020/07/21/893880159/president-trump-wants-to-exclude-unauthorized-immigrants-from-census>
- Actual text of Executive Order:
<https://www.whitehouse.gov/presidential-actions/memorandum-excluding-illegal-aliens-apportionment-base-following-2020-census/>

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Executive Order

- Does not change that all people should be counted
- Seeks to exclude people who are undocumented in the work for redistricting
- Is being challenged in court (more than 5 lawsuits as of Friday)
- Cannot allow this to distract or divide us
- We must have a complete count per the US Constitution of EVERY person in the US

Covid Relief Bill and Census Operations

- Congressional Republicans do not support an extension to the 2020 census for turning in data to President and Congress
- Census Bureau can extend nonresponse follow up period without legislative action, but cannot delay reporting data for apportionment without legislative action
- Article about changes to census timeframe:
<https://www.npr.org/2020/07/28/895744449/republicans-signal-theyre-willing-to-cut-short-census-counting>



Census Schedule

Planned Schedule

- Response through July 31
- Apportionment data to President and Congress by Dec 31
- Apportionment data to states by March 30

Amended Schedule

- Response through Oct 31 (now Sept 30)
- Apportionment data to President and Congress by March 30 (now December 31)
- Apportionment data to states by June 30 (now March 30)

Census Operations

- A paper form will be mailed to households in areas with significant rates of low response in September
- Census Bureau may use phone calls, text messages, and emails as a contact strategy in areas with less than 50% response rate
- The US Census Bureau is still hiring enumerators
- Door knocking should start in mid-August and will continue through September 30



Concern in SC

- Real or imagined fear, coverage of Executive Order and citizenship question may suppress immigrant response
- Due to SC rate of Covid, SC Census operations were last to resume in SE and one of last in country. Will also impact efficacy of hiring, training, and deploying door knockers.
- Went from having almost 90 days left to fewer than 60 in the middle of hurricane season
- When local resources are projected to restrict, it's more critical than ever to get every federal resource SC is entitled to receive.

SC Self-Response Rates

- 44th in the nation; last in the southeastern US
- Only McCormick County has achieved the 2010 self-response rate
- 57.2% of households have self-responded
- Even in counties with a high rate of response, there are communities with low response

Statewide Insights

- Strengths: community support and relationships, online census
- Weaknesses: lack of funds available
- Opportunity: Back to school, covid relief
- Threats: Covid, political distrust and division
- Bottomline: we can't wait to take action

Reasons To Respond Today

- It's constitutionally mandated
- Saves the cost of sending additional mailers and people to a home
- Protects households and census workers from disease spread
- A way to advocate for resources in your local community
- Protects your place in history

Stop The Knock

- Census takers will go to a house up to 6 times between 9am-9pm
- After the 1st visit, they will leave a notice encouraging people to complete online
- After the 3rd visit, the census taker may interview a proxy (landlord, neighbor) to try to collect the information
- Census workers will have an ID badge, US Census bag, and will always wear a mask
- Can call the Atlanta Regional Census Center to verify identity of census workers: 470-889-6800
- If you don't want a census taker to come to your house or talk to your neighbors, complete the census yourself ASAP!
- <https://www.census.gov/newsroom/press-releases/2020/nonresponding-households.html>

AS I STAND HERE
I AM REMINDING YOU
THAT THE CENSUS IS A
MORAL OBLIGATION
AND A CIVIL DUTY
FOR EVERYONE
IN THIS COUNTRY
TO MAKE SURE
EVERYONE IS COUNTED
IS THE ONLY WAY
TO MAKE SURE
OUR COUNTRY
REMAINS A
PLACE WHERE
EVERYONE
CAN THRIVE

Where does your community stand?

- Look at goal posts from 2000 and 2010 rates
- Check the SC Counts 2020 facebook page for how many households your county needs to achieve 2010 response rates
- May seem more achievable than 100% response rate
- Identifies areas that will need more non-response follow up

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Moving Forward

- Efforts moving forward need to micro-target communities where response is low
- Methods should specifically appeal to those who have not yet responded to the census
- Methods should overcome barriers: lack of trust for the system, feeling that participation doesn't matter, internet access



Census Parades

- Local officials and celebrities ride through neighborhoods to promote census completion.
- Encourage neighbors to stand outside (socially distant) and hold signs. Give away a prize for best sign encouraging census completion.
- Have DJs play music, local musicians to sing, magicians to offer magic tricks, etc.

Census Incentives

- Incentives are one of the most effective ways to build trust and engage people to complete the census
- Food boxes, gift cards, discount cards have all been used in SC
- Publicize how many households you can help, advertise the incentive, and that households will receive assistance completing the census



Student Competitions

- Offering students extra credit, class credit, or an incentive to recruit households to complete the census
- Students can offer a car wash to households at no cost while they are completing the census
- Use a drive through site, have students go door to door with PPE, or provide assistance by phone
- More effective when limited to a time window



What's at stake?

- Changes will have unknown impact on redistricting. SC is not projected to gain or lose a seat under prior plans, but may be at more elevated risk to lose a congressional seat due to the shortened response period.
- Census data will be used to re-draw lines for the SC Senate and House of Representatives as well as for municipal districts.

What's at stake?

- Every South Carolinian (not household – person) brings about \$3,000 in federal resources back to SC
- If 100 members of the community are left out of the count, that represents about \$3,000,000 over 10 years that will go to other states
- A town in SC was 3 people short of the 50 person threshold to maintain their municipal status after the 2010 census

Why continue to support the census?

- An investment in long-term community relationships
- Builds trust and commitment
- Federal funding makes up more than 60% of SC's state budget. We can't afford to have our fair share of resources sent to states that had a more complete count.
- It's a tool for civic engagement and to be part of the governing body.
- We can't afford to have anything less than 100% participation!

Maps

- Hard To Count Map: <https://www.censushardtocountmaps2020.us/>
- Self Response Rankings:
<https://public.tableau.com/profile/us.census.bureau#!/vizhome/2020CensusSelf-ResponseRankings/RankingsDashboard>

Questions?

- Don't wait to take action!
- Self-response is the key to a complete count.
- We are here to help! Email questions or to set up a call.

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