Libraries Supporting the 2020 CENSUS

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Libraries and the Census

• Libraries are a trusted messenger.
• They welcome all through their doors (and at their curb)
• They have robust programming that reaches a variety of library patrons and members of the community (including online events)
• They are equipped with technology.
• The Illinois State Library has formally asked all IL libraries to assist with the Census as much as possible.
Hard To Count Populations

- Children 0-5
- Older adults
- The homeless
- Renters
- Young & Mobile (18-24)
- Low income
- Rural communities
- Lacking Wi-Fi

- Undocumented/immigrants
- LGBTQ
- Complex households
- No H.S. diploma
- Racial/ethnic minorities
- Limited English speakers
- People who distrust the government
What’s New Due to Covid-19?

• Census Deadline Extended to October 31\textsuperscript{st}, 2020
• Enumeration efforts set to begin in mid-August 2020
• Additional postcard reminder July 22\textsuperscript{nd} – July 28\textsuperscript{th}
• Postcards sent to P.O. Boxes June 24\textsuperscript{th} – July 3\textsuperscript{rd}
What’s the Same?

• 3 Ways to Respond:
  • By internet
    • In 13 languages
    • [https://my2020census.gov/](https://my2020census.gov/)
  • By Phone
    • In 14 languages
  • By paper questionnaire
    • IN 59 Non-English languages + ASL
Successful Outreach

• Food pantries
• Free school meals locations
• Community partners
• Flyers/Posters/Hand Cards:
  • Grocery stores
  • Pharmacies
  • Restaurants/Take out
  • Local businesses
• Information in other languages
• Connect w/patrons:
  • Email
  • Newsletter
  • Phone
  • Website
  • Social media
  • Library marquee signage
  • Library voicemail
Successful Outreach

• Making technology available (& highlighting for Census use)
• Publicizing Wi-Fi locations
• Earned media
• Other trusted messengers in community: local elected officials, legislators, school & community leaders, etc.
July 1 – October 31

• Respond. Respond. Respond. Focus on HTC in your community.
• RAILS will have a limited amount of supplies to share with libraries in low response rate communities/census tracts.
• What is your library doing now that you can easily incorporate the Census into your daily routine?
  • Curbside pick up
  • Summer reading programs
  • Virtual programming
  • Appointments for computer use
  • Promote the BiblioBoard Census Collection
July 1 – October 31

• BiblioBoard Census Collection

https://illinois.biblioboard.com/home
  • Promoting Census Participation
  • Directly links all titles to the Census response landing page
  • Easy to promote on your website or social media
  • Available to unserved areas in the state
  • Can connect to a variety of existing programming:
    • Summer reading
    • Book clubs
Resources

- US Census Bureau (stats, response rates, responding, resources)
  - https://my2020census.gov/
- Map the Count https://mapthecount.uic.edu/
- CUNY Maps https://www.censushardtocountmaps2020.us/
- Frontline staff webinar
  https://railslibraries.zoom.us/webinar/register/WN_KR32j8zYQXOPMkRRcXHi2A
- RAILS Census Webpage https://www.railslibraries.info/issues/170330
- RAILS Census List Serve