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California Complete Count-Census 2020  
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## FINAL REPORT TEMPLATE

### General Information

Date of report	November 15, 2020
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### Narrative Report

- 1) List your goal(s) and objectives as it appears in your strategic and implementation plan. What and how did you revise the objectives due to COVID-19 and the US Census Bureau's operational adjustments?

Original Objective: DREDF and CFILC will conduct statewide education and outreach efforts to all counties through their subcontractors and networks. They will subcontract with and provide resources, training, and materials to all Independent Living Centers (ILC) and Area Agencies on Aging which have the networks and services that reach people with disabilities and seniors in all California counties. These representatives will also participate in Local Complete Count Committees to ensure coordination. (Many are already participating in the local meetings.)

Our goal and primary objectives did not change due to COVID-19, but the methodology and activities switched from being primarily in-person to wholly virtual. Some virtual activities that we had planned became moot (e.g., emailing outreach materials to libraries, social services offices, etc. to post) when the pandemic closed all in-person activities

**Goal:** Ensure that people with disabilities and seniors are counted in the 2020 Census.

#### Objectives

1. Ensure that all Census 2020 partners conducting outreach understand that the Census has an impact on the lives of individuals with disabilities.

Due Date: November 16, 2020

Before the closures due to the pandemic, DREDF, California Foundation for Independent Living Centers (CFILC), and our 21 ILC subcontractors (Project Partners) attended and made presentations about People with Disabilities (PWDs) and the Census and Older Adults (OAs) and the Census at Regional ACBO convenings, CBO meetings, and other local agency meetings (Mayor's Offices on Disability; Disability and Aging Commissions; etc.).

After the COVID-19 related closures, Project Partners regularly attended their local CBO and other meetings virtually to ensure that virtual outreach efforts were accessible and inclusive of PWDs and OAs.

DREDF and CFILC participated in the CA Census Office meetings by zoom and provided presentations on ensuring inclusion of PWDs and OAs in statewide outreach and tips on communicating with disabled people.

Fortunately, integral to our original outreach plan was the development of a website to provide technical assistance on disability to Census 2020 partners. The [www.disabilitycounts2020.org](http://www.disabilitycounts2020.org) website and our social media hashtag #disabilitycounts2020 were used to disseminate basic information on the importance of including PWDs and OAs in Census outreach as well as technical assistance to ensure that outreach was accessible. The videos created with our subcontractor Rooted in Rights were designed for both disabled people, older adults and CA Census 2020 Partners.

2. Educate Census 2020 HTC outreach partners on the accommodation needs of people with disabilities and older adults.

The [www.disabilitycounts2020.org](http://www.disabilitycounts2020.org) website included an exhaustive statewide list of where to find ASL interpreters, real time captioners, Braille, audio, and large print vendors. The basic PPT on PWDs and the 2020 Census, as well as the training on communication discussed accommodations. The website was built on the foundation of our *2020 Census Disability Community Toolkit* (attached). The *Toolkit* and [www.disabilitycounts2020.org](http://www.disabilitycounts2020.org) may serve to inform outreach to the disability community for the 2030 Census.

At the request of the California Complete Count 2020 Office, we introduced the *Toolkit* to 100 of the Census Office's statewide partners at an April 30, 2019 CA Complete Count Committee webinar focused on reaching disabled people in HTC outreach efforts. The fully accessible webinar included ASL, captioning, and audio via Zoom, a first for the Census Office. Along with the presentation of the *Toolkit*, presentations were made by people from the Deaf, blind, mobility-impaired, intellectual, and developmentally disabled communities.

3. Educate disabled people and older adults about how important their participation in Census 2020 is, and encourage them to complete the census.

The closures due to COVID-19 presented the most significant challenge to this objective. Our pre-COVID activities included significant travel throughout the State to conduct in person outreach and education to groups that serve disabled people and older adults. COVID-19 shut down activities that we planned on attending such as clubhouses for people with psychosocial disabilities, day-time programs for people with Intellectual/Developmental Disabilities; recreational programs; and trainings through ILCs. Most of these activities either went dormant or were delivered one-on-one through Zoom.

We switched our attention from these in-person smaller group settings to a few primary activities:

1. ILCs began regular phone check-ins with constituents that included reminders about the Census and offers to assist with completion of the Census.
2. We worked with organizations (supportive living organizations; local vendors of adult day programs) and agencies (State Council on Developmental Disabilities) to disseminate information to their vendors and other contacts. One example of a partnership was the development of a website “banner ad” placed on Regional Center Vendor payment portals reminding all group home (community care facilities) providers that they had a responsibility to ensure that people living in their group homes needed to be counted in the Census. About 30,000 people with I/DD live in small, privately owned group homes, that may not have been contacted by the USCB Group Quarters division or enumerators, leaving these residents out of the 2020 count. Outreach through payment portals provided a much needed reminder about the Census to group home operators.

We participated in Disability Twitter Chats about the Census; created a social media campaign using three well-known comedians within the disability community; and posted regular reminders to our Facebook, Instagram, and Twitter followers about the Census, and all census deadlines.

Long before the pandemic, disabled people with Internet or smart phone access began using social media such as Facebook, Twitter, and Instagram to connect with other disabled people and to participate in events that have been historically inaccessible to them. The use of social media has deepened disability as an identity, expanded disability culture, and spotlighted the work of disabled performers, writers, artists, and other creative individuals who have become influencers among people with disabilities. By engaging disabled comedians Nina G, Nic Novicki, and Danny Woodburn who have become celebrities inside and outside of our community, we were able to reach disabled people, especially young disabled adults, who wouldn't typically pay attention to a more typical public service post about the census.

Reflecting on your own operations and outreach strategies throughout the campaign, please provide a response with specific examples for the following questions. Please also indicate which timeframe you are referring to in your response (i.e., education, NRFU period).

Contracted partner's operations

What worked well operationally?

CFILC was an excellent partner (see Q6 for description of CFILC). It was our direct conduit to the 21 ILC partners, holding weekly meetings to keep the ILCs up-to-date on the changing Census deadlines, as well as working with us to provide ILCs with trainings on the Census, encouraging the ILCs to continue conducting outreach after the closures, and connecting them to their County Census Committees and ACBOs.

CFILC provided graphics for our social media outreach and partnered with us to develop messaging. We partnered on media outreach and appearances on radio and television.

What hindered the operations?

There were staff turnovers at CFILC during the pandemic that delayed some activities but nothing that we were not able to manage.

Contracted partner's outreach

What outreach tactics worked well?

Five outreach activities that we conducted with our partners standout:

1. **Video outreach.** Development of three sets of videos in English, Spanish, and ASL with CFILC and Rooted in Rights—especially the videos in ASL aimed at the Deaf community. There was very little outreach to Deaf people and the videos were viewed on YouTube alone over 1,000 times.

2. **Santa Cruz County.** Just before the shutdown we designed and printed targeted outreach to Older Adults in partnership with the County Community Action Board (CAB). The CAB distributed flyers in English and Spanish to 3,000 homebound Older Adults in a weekly drop of groceries at their homes.

3. **Postcards.** With Trinity and San Luis Obispo counties we designed and printed postcards to be sent to residents to encourage participation in the Census. Trinity County sent a postcard to every residence (14,000) before the NRFU period and during the NRFU San Luis Obispo targeted 30,000 households in low-response census tracts. Trinity County has an average household size of 2.8 persons, meaning that the postcards had the potential to increase the historically low response in Trinity by 39,200 people. The average household size in SLO is 2.49 people, which means that the potential increase in count for SLO County was 74,700.

4. **Independent Living Centers Consumer Outreach.** Despite the move to virtual outreach, ILCs across the state reported connecting in person, by phone, over social

media, and through digital communications with almost 56,000 individuals. Non-engagement social media reach increases the number significantly. The ILCs reached people through virtual trainings on the Census, partnering with other local agencies such as Regional Centers to conduct virtual outreach and training, one-to-one phone calls during the closures, virtual QACs, and during distribution of Personal Protection Equipment to disabled people, their family members, and personal assistants.

5. **Messaging.** As evidenced by our use of the hashtag, #disabilitycounts2020, it was important for us to create messages that attracted the attention of disabled people in order to share why it was important for them to complete the 2020 Census. While the Census form collects information on race, ethnicity, and age, there are no questions that “count” people with disabilities, which led to questions from the community about why responding mattered. Once we had their attention, our messaging focused on services used by disabled adults and children that would be funded according to census numbers. Services such as special education, health care delivery, and Head Start and Early Head Start.

6. **Outreach to Older Adults.** Both DREDF and CFILC have close ties with agencies and organizations serving Older Adults. Early on, with the assistance of the CA Census Office, we attended two meetings of the CA Dept of Aging. We joined and presented on a CA AARP monthly statewide conference call with members, and gave a presentation on Outreach to Older Adults at a Region 10 ACBO community meeting.

Our Older Adult messaging pre-COVID included flyers and posters using images of diverse Seniors (see Santa Cruz County example, above), which were distributed to all of the ILCs. ILC representatives serve on county-based Area Agencies on Aging, and where there are Aging and Disability Resource Centers (ADRC), the ILCs are partners.

We created and disseminated an “*Older Adult Census Toolkit*” via social media and made it available at <https://disabilitycounts2020.org/2020-census-older-adult-toolkit/>

What hindered the outreach?

1. **Facebook.** During the NRFU we created 14 county-specific Facebook posts targeting the lowest response counties and budgeted up to \$10,000 to promote the ads in the 14 county. Despite many attempts, including working with Facebook support, none of the ads was approved by Facebook for promotion which was a lost opportunity especially for reaching those who were sheltered in place and increasing the use of their social media platforms

2. **Basic human needs.** During the closure our ILC partners and other volunteers turned to daily outreach via phone, video-conferencing, and email exchange to make sure that the consumers who they serve felt a connection during the isolation. The phone calls were welcome, the message about the Census was drowned by basic

human needs such as alleviating loneliness, food delivery, attendant care, and worry about the coronavirus. It's understandable.

**3. Lack of clarity about group quarter outreach from the US Census Bureau.**

As mentioned above it was unclear whether the US Census Bureau had included small, privately owned group homes in its group quarter enumeration. We were unable to get a definitive response from USCB that

- 2) Describe challenges and changes occurring outside or within your organization / agency that had an impact on the outreach work. Describe how you responded to these changes to work toward achieving a complete count.

The moving target of when the official Census NRFU by the US Census bureau was a challenge. We met it through updating our community via digital newsletters, [www.disabilitycounts2020.org](http://www.disabilitycounts2020.org), and mostly social media.

- 3) For county and ACBO partners, what was the county (or region's) 2010 response rate and what was the 2020 response rate? If the response rate met and exceeded the 2010 response rate, what contributed to that? If it did not meet the 2010 response rate, what were some of the challenges for that? For other partners, please note what data you used and how you used data for your strategies.
- 4) Please describe the process and results of your partnership coordination and how it educated and motivated the hard-to-count populations to complete the Census questionnaire.

To understand the role of the partners, it is also important to understand the role of our organization, DREDF, which served as the primary contractor to the State because of the previous experience in managing large government contracts. DREDF is nonprofit national disability rights law and policy center founded in 1979 by disabled adults and parents of children with disabilities. Our mission is to advance the civil and human rights of people with disabilities through legal advocacy, training, education, and public policy and legislative development.

For this partnership, we were responsible for managing the sub-contracts, participating in the strategy and planning efforts, presenting at key venues, managing the website, and performing all the back-office functions.

Because of our national reputation, we were also connected to the communications of national disability actors, including the National Disability Rights Network, The Arc, American Association of People with Disabilities, and the National Association of the Deaf, so that we could leverage our efforts.

This was the FIRST time (but must not be the last time) that the CA Census had emphasized outreach to disabled people. People with disabilities are considered hard to count because:



- They have less access to the internet or have a smart phone
- They are more likely to be homeless
- They are more likely to be living in group quarters such as nursing homes and group homes
- They encounter communication and physical barriers

PWD are all ages, genders, sexualities, ethnicities, races, are monolingual in languages other than English, and are economically diverse. Barriers to participation in the census are not the same for all disabled people, making it extremely important for there to be competent outreach.

As mentioned above, PWD are all ages, genders, sexualities, ethnicities, races, are monolingual in languages other than English, and are economically diverse. Barriers to participation in the census are not the same for all disabled people. For example, while a paper notification mailed to a person who is blind is inaccessible to them, that same notice mailed to a sighted disabled person with no reading disabilities will provide important information.

Older adults, especially in low responding census tracts, are considered hard to count because they may not have access to broadband or are not able to understand the census. These two populations were combined because of similar characteristics that made them hard-to-count.

Our partnership coordination and how we managed the project are discussed above, so this response focuses on the difference that having an outreach partnership focused on disabled people and older adults who are hard-to-reach. Before the project formally began in late 2019, DREDF had held a series of focus groups and listening sessions on the Census with disabled people with different disabilities, including people with mental health disabilities, people who are blind, have intellectual and developmental disabilities, and older adults with physical disabilities who rely on in-home supportive services. Of the 68 people with disabilities we interviewed in our focus groups and listening sessions, only 11 reported ever having received the census—in their entire lives. Of those, only nine had returned it. There is no reason to suspect this is not also true beyond the scope of our sessions, suggesting that the number of people with disabilities who have participated in the census is significantly lower than the number of people with disabilities who should, and could be counted.

The State's inclusion of disabled people in the HTC outreach along with other marginalized communities for the first time made a difference. Partnering with trusted disability led groups to conduct the outreach made a difference. Here's one anecdote that symbolizes how having disability organizations lead the outreach:

Before the shutdown, we presented to the Berkeley Commission on Disability and staff from the City Manager's office. One commissioner grilled us on the accessibility of our materials, on how wide of a net we were casting with the outreach plan, and how we

were planning to assist non-disability outreach partners to ensure that their efforts were inclusive. Our responses to each question were met with approval, and the final comment from the member was, “I believe you have thought of everything. The Census office chose the right partner.”

That commissioner went on to help us disseminate the Rooted-in-Rights videos to community television stations throughout the state.

Because disability is not an identifiable characteristic on the Census (many people asked why not), we have no way of knowing how many disabled people returned their forms. We do know that we reached them in large numbers (see the outreach contacts reported by the ILCs), and that our HTC partners are more aware of PWDs within their communities. For example, we were often contacted by Casey Farmer of the Alameda County Complete Count Committee when she saw that another partner or public agency needed technical assistance to ensure that their outreach was accessible and inclusive. We also received inquiries about deaf access from the USCB, and requests for referrals from other state contractors for real time captioners for events (online and in-person before the shutdown), and where to have Braille and Large Print materials produced.

- 5) Please provide a list of key partners and describe their contributions of how they made a difference in your outreach efforts.

#### 1. CA 2020 Complete Count Office

The CA Complete Count staff, and our point of contact, Yumi Sera were fantastic partners! They set up excellent protocols, regular meetings and convenings, promoted our work, encouraged collaborations, and managed the CA Census response through a very challenging time. The CCC office amplified our messaging, including our videos, by sharing them on its social media, and the Partner Portal.

We also participated in two Peer Learning Labs, one was on our pivot strategy and the second was on ensuring accessible communications. The office also supported our efforts to place a key op-ed by Judith Heumann, a nationally recognized disability activist admired in California.

#### 2. California Foundation for Independent Living Centers (CFILC)

The California Foundation for Independent Living Centers is a disability rights organization that was founded as the statewide membership association of California's Independent Living Network. It represents 22 of the 28 Independent Living Centers that provide a wide range of services and advocacy support throughout California. In addition to serving as the statewide membership association, CFILC manages the California Disability Organizing Network, a program that coordinates system change advocacy, training, technical assistance, public awareness and outreach among all 28 Independent Living Centers.



CFLIC was pivotal in bringing 21 of its member ILCs to the project to ensure that we had local connections throughout the state. The CFILC member ILCs serve over 306,000 disabled people annually and are considered the center of their local community by the people they serve. In many counties, especially rural counties like Nevada, Calaveras, and Humboldt, the ILCs were likely the only organization conducting outreach to people with disabilities and their families. ILC representatives committed to and did join and participate in their County Complete Count Committees. Because of their long histories in their communities, they are trusted messengers. Pre-COVID ILCs were poised to serve as Questionnaire Assistance Centers and were holding weekly trainings about the Census at their offices. Many of the ILCs held virtual QACs to assist people with their Census forms. As trusted messengers, the staff and volunteers at the ILCs were able to educate their clients and peers about the significance of the Census.

CFILC staff met with us every week and also with our 21 ILC partners. They always knew who to reach out to throughout the state, and when everything went virtual, they helped us switch our outreach activities to social media and phone calls. Their staff was nimble and always stepped in to provide assistance, lead trainings, and conduct presentations.

### 3. Rooted In Rights (RIR)

RIR helped us create nine videos that struck the perfect tone for disabled people and were informational for Outreach Partners who had little or no familiarity with People with Disabilities and Older Adults. They created wonderful to-the-point videos with ASL, captioning and in Spanish on a low budget.

- 6) Please describe how you provided accessible and in-language outreach activities, including how you ensured equal and meaningful access to limited English proficient individuals and people with disabilities?

All of the print materials that we created for our own outreach and that we distributed via the Independent Living Centers were provided in English, Spanish, Chinese, Korean, and Tagalog.

Providing communications that are accessible to PWDs is critical not just for our outreach, but for statewide Census outreach. We provided technical assistance to those partners who asked. These were ways to create accessible communications:

- All PDFs and [www.disabilitycounts2020.org](http://www.disabilitycounts2020.org) were made to be accessible to screen reading software and people who are low-vision.
- All of our videos were available in English, Spanish, and ASL, and were captioned.
- Images on social media included alt-text describing the image users of screen reader software.

- Appropriate images of PWDs and OAs. It is important to use images that represent the reality of living with a disability rather than unwittingly reinforcing negative stereotypes. If the imagery does not reflect a person's lived-experience, the credibility and, quite likely, the sincerity of the organization, agency, or campaign coordinators could be questioned.

7) Please share a story(s) of how your work has made a difference to Census 2020 and the impact on the community. Please include images and quotes, so we are able to understand the narrative behind the numbers.

Before the closures, we attended two very large events that target the disability and older adult communities: Abilities Expo – San Mateo, and Abilities Expo – Los Angeles.

At each of these events we engaged with hundreds of individuals, asking them to commit to responding to the Census, and to posing for photos with a message about the Census to be used on social media (see attached images).

We learned that what we heard from disabled people during our focus groups—that no one had ever reached out to them about the Census—was true. People expressed gratitude for recognition as disabled people – as a community. They expressed that learning that returning the Census would benefit their neighborhood, their communities, and other disabled people, made a difference to them – that it made completing the Census an act mutual support and of belonging to a community.

8) Please add any suggestions for the 2030 Census efforts, including timelines.

**For the California Census Office:**

- Contract with a statewide partner at the beginning of the HTR/HTC outreach process before contracting with other statewide partners in order to have a plan in place to educate and train statewide partners on disability to ensure that disabled people in the populations that they represent are included. People with disabilities are represented in every HTR/HTC population and statewide partners must be prepared to include and communicate with people with all-types of disabilities in their activities.
- Require collaboration between statewide outreach partners to ensure cultural competence and cross-training.
- CA Census Office request for proposals to conduct outreach should include questions asking responders to demonstrate how they will reach disabled people in their activities.
- Require that all online outreach activities, including partner websites, be accessible to people who are blind, deaf, and have print disabilities.

- Require the statewide media partner to work with the disability outreach partner to ensure that disabled people are included in its campaign
- Take a “twin track” approach to including people with disabilities in outreach. The statewide contractor for disability should offer:
  - Disability-focused programs in order to increase knowledge of the Census among disabled people and to build on the growing sense of disability community, empowerment, and pride, and to focus on disability-specific needs and other considerations.
  - Training and education for all Census partners to ensure that their programs are open and accessible to all people with disabilities
- Simplify the SwORD data collection. E.g., allow reporters to name cities or counties rather than specific addresses or census tracts.

**For the US Census Bureau:**

- Include disabled people in the planning for outreach and inclusion in the Census by ensuring that people with disabilities are represented on key bodies such as the Census Information Centers (CIC), the National Advisory Committee (NAC) on Racial, Ethnic, and Other Populations and the Census Scientific Advisory Committee (CSAC).
- Consider including questions on the Census that collect disability information. Other countries are considering the use of the Washington Group’s set of questions on disability.
- Identify a disability point of contact for groups conducting outreach to disabled people.
- Identify a disability point of contact for USCB employees.

## Attachments

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- 9) Please confirm that you have submitted the following which will help us better understand the full breadth of the Census work and achievements.
- a) SwORD uploads of completed activities (In progress)
  - b) Updated list of subcontractors - attached
  - c) Evaluations or analytical reports, if any

d) Sample products\*

Sample products are uploaded to the Partner Portal (including those in additional languages)

\* communication collaterals, including those in additional languages; toolkits; newsletters; phone or radio scripts; guidelines; communication analytics; articles; trainings; and other graphics (a digital copy is sufficient, the original copy is not required)



Disability Rights Education & Defense Fund

# 2020 Census Disability Community Toolkit

## Contents

<b>Introduction</b>	<b>14</b>
<b>Reasons People with Disabilities Do Not Participate in the Census</b>	<b>14</b>
Number One	14
Other Reasons	15
<b>Reasons People Will Participate</b>	<b>15</b>
<b>Preferred Messages</b>	<b>16</b>
<b>Recommended Hashtag for Promotional Materials and Social Media</b>	<b>16</b>
<b>Factors to Consider When Reaching Out to People with Disabilities</b>	<b>16</b>
Communication Considerations	17
Imagery	17
Communicating with People Who are Deaf and Hard of Hearing	18
Sign Language Interpreters	18
Communicating with People who are Blind and Low Vision	18
Communicating with People with Cognitive and Intellectual Disabilities	19
Advertise Accommodations	19
<b>Outreach to People with Disabilities</b>	<b>19</b>
Where to Go	19
Frequently Asked Questions by People with Disabilities	20
1. What is the Census?	20
2. Why is an Accurate Census Important?	20
<b>Why the Census Is Important to the Disability Community</b>	<b>21</b>
<b>Supporting Facts</b>	<b>22</b>
<b>Sources</b>	<b>22</b>
<b>Disability Organizations and Resources</b>	<b>23</b>
<b>Additional Census Resources</b>	<b>24</b>
<b>Appendix A – Methodology</b>	<b>25</b>

## A. Introduction

While people with disabilities make up 22% of the American public according to figures released by the Center for Disease Control and Prevention (CDC) in August 2018, they remain largely a neglected, albeit sizeable minority in terms of recognition and participation in the decennial census according to our findings. Many factors contribute to this reality. In addition to logistical social and structural barriers, people with disabilities face widespread economic inequity, cultural isolation, and discrimination in education, employment and a broad range of societal activities in ways that are often specific to a person's disability, and are generally not a factor for non-disabled individuals.

Demographics suggest some groups are more likely to have a disability than others are, but disability is its own category as well as a unique subset found within every social, economic, and racial demographic in the United States. People with disabilities are rich, poor, and middle class. They are black, white, brown, gay, straight, bi, male, female, Trans, Christian, Muslim, Jewish, Buddhist, Agnostic, Atheist, and every demographic beyond and in between.

In developing this toolkit, we completed field research in the Los Angeles and Inland Empire area. Appendix A describes our methodology that led to our findings and recommendations below.

## B. Reasons People with Disabilities Do Not Participate in the Census

### Number One

**“I’ve never been asked.”** Of the 68 people with disabilities we interviewed in our focus groups and listening sessions during the Fall 2018, only 11 had ever received the census—in their entire lives. Of those, only nine had returned it. There is no reason to suspect this is not also true beyond the scope of our inquiry, suggesting that the number of people with disabilities who have participated in the census is significantly lower than the number of people with disabilities who should, and could be counted.



## Other Reasons

- “I don’t think the census has an impact on my life.”
- “I don’t feel comfortable sharing personal information.”
- “I have trouble completing forms.”
- “I’m worried information will be used against me.” Participants were concerned that personal information provided to the census could interfere with Social Security, Medi-Cal and other benefit procurement. This is of particular concern when people have waited years to get an eligibility determination to receive lifesaving supports or services.

## C. Reasons People Will Participate

People are more willing to take part

- If surveys are conducted in partnership with a trusted community group, advocacy organization, or person they already know. When pressed to explain why, focus group participants said they felt strongly that community organizations, service providers or advocacy groups they already had a relationship with understood them better and were trustworthy because of the relationship.
- If they understand the census is bigger than they are, completing it not only helps them obtain supports and services to get medical care, go to work, get an education, etc., but it also helps their peers obtain those things.
- If they complete surveys in a place where they feel comfortable, such as an independent living center, a frequently visited community center, or church.
- In person or with the support of someone they trust when completing the survey on a computer or by using a smartphone app. This was not true for all focus group participants but mentioned often enough that it is important when assessing outreach approaches.
- Some people with sensory disabilities need web-based information in accessible formats, such as screen reader friendly or in American Sign Language (ASL). Other people with learning or intellectual disabilities need information in plain language.

## **D. Preferred Messages**

Of the ten messages we tested, these were the preferred messages.

1. The 2020 Census: The Disability Community is Counting on YOU
2. The 2020 Census and Disability: Everyone Deserves to Be Counted
3. Why the Disability Community Matters When Counting the 2020 Census

## **E. Recommended Hashtag for Promotional Materials and Social Media**

#DisabilityCounts2020

## **F. Factors to Consider When Reaching Out to People with Disabilities**

Significant barriers remain in identifying hard to count populations of people with disabilities. They include, sometimes in combination, a number of cultural, socio-economic, generational, or other dominant factors, including stigma.

As a result, we suspect a large number—if not the majority—of people who meet the Americans with Disabilities Act definition of “disabled” (limits one or more ‘major’ life activities) may not identify as disabled culturally, medically or otherwise. It is important to remember people have lives and identities of significance and meaning beyond one classification. This makes finding, identifying, and counting a large number of people who technically meet the criteria/classification difficult in ways not faced by other populations.

- According to the Pew Charitable Trust, the racial makeup of people with disabilities varies greatly when it comes to who chooses to disclose. According to the report, American Indians or Alaskan Natives were most likely to report having a disability at 17.7 percent. Black and white Americans were about equally as likely to report having a disability, at 14.1 percent and 13.9 percent respectively. Of the tracked groups, Asian Americans were the least likely to report having a disability at 6.9 percent.

- Age is a significant factor in determining the likelihood of having a disability. Almost half of people ages 75 and older have a disability. The same is true of more than a quarter of Americans aged 65 to 74. However, in 2015 people ages 35 to 64 made up the largest age demographic of people with disabilities, or roughly 16 million Americans. The Pew Charitable Trust report did not report on disclosure rates based on age.

When talking about health care, women's rights, civil rights, and human rights, we need to make sure disability rights are part of the conversation. Because of the frequently unique—and very often disability specific—experiences, insights and perspectives of people with disabilities, they should, whenever possible, lead those conversations, in addition to taking part in them.

## **Communication Considerations**

Most people with disabilities communicate the same way people without disabilities communicate. Those who have disabilities that affect hearing, seeing, speaking, reading, writing, remembering, or understanding may use different methods to communicate. Often referred to as “auxiliary aids and services,” these devices or services enable effective communication. Generally, the requirement to provide an auxiliary aid or service is triggered when a person requests it, but providing accessible communication services such as Computer Aided Real-Time Transcription (CART) at public events signals that disabled people are welcome. Similarly, ensuring websites are accessible to people who are blind ensures their participation.

## **Imagery**

Despite the high percentage of people with disabilities in the general population, Getty Images reported in 2018 that only 2 percent of stock photos contain representations of disability. When reaching out to disability communities, it is important to use images that represent the reality of living with a disability rather than unwittingly reinforcing negative stereotypes. What may seem like a minor detail on the surface can have greater significance to people with disabilities. If the imagery does not reflect a person's lived-experience, the credibility and, quite likely, the sincerity of

the organization, agency, or campaign coordinators may be in doubt. Avoid red flags, including images that use standard, un-customized, hospital-issued wheelchairs, for example, or scenes that depict people with disabilities in isolation. Strive instead to use actual disabled people, in real life situations, doing a variety of things alongside friends, family members or colleagues. This is likely to resonate better with the target audience and, as such, assist rather than work against outreach goals.

## **Communicating with People Who are Deaf and Hard of Hearing**

The Deaf and hard of hearing communities are diverse—there are people who became deaf later in life and may think of themselves as having lost their hearing. There are people born deaf who do not think in terms of having lost their hearing. They consider themselves culturally and linguistically Deaf (with a capital D) whose primary language is likely ASL.

### **Sign Language Interpreters**

Most Deaf individuals consider the Deaf community a distinct cultural and linguistic group. In order for a hearing person to communicate effectively with someone who is Deaf and whose primary language is ASL, an interpreter is necessary. Sign language interpreters are highly skilled, typically certified professionals who facilitate communication between hearing individuals and people who are Deaf or hard of hearing. Outreach organizations should identify independent sign language interpreters or companies to contract with sign language interpreters to accommodate people who request interpreters. (See Disability Organizations and Resources, below.)

## **Communicating with People who are Blind and Low Vision**

People who are blind or low vision have varying degrees of sight. Some blind people may rely on Braille, or accessible digital text that can be read to them by screen reader software (text to audio), or audio recordings, while others need large print or use magnifying devices.

Outreach and information materials, as well as digital announcements should include statements that print materials are available in accessible

formats such as Braille. Outreach organizations can build their capacity to produce documents in Braille by developing relationships with community groups that produce accessible formats. (See Disability Organizations and Resources, below.)

Provide, too, web based information in accessible formats, so people who use screen readers can access the information. (See Disability Organizations and Resources, below.)

## **Communicating with People with Cognitive and Intellectual Disabilities**

Some people with cognitive, intellectual, or other related disabilities may require additional time and repetition to understand the information presented at events, and have adequate opportunity to ask questions. Information delivered at a literacy level that meets individual needs will help to ensure they understand.

## **Advertise Accommodations**

Outreach organizations should indicate on print and digital announcements that accommodations are available, such as sign language interpreters, assistive listening devices, CART, large-print, and Braille. When outreach involves face-to-face communication organizations must hire sign language interpreters, when requested, and ensure locations meet access requirements.

## **G. Outreach to People with Disabilities**

### **Where to Go**

**Nonprofit organizations and social service agencies**, including social justice organizations, service providers operated by and for people with disabilities, and similar groups that among other functions provide referrals on obtaining supports and services, including employment and educational disability related assistance.

**Private resources**, which may include professional organizations, consulting services, and companies with expertise in disability.

**Educational institutions**, among them community colleges, universities and other institutions of learning and training, including those that offer programs for people with specific disabilities. Most college campuses have designated offices for students with disabilities; contact those during outreach and communications efforts.

## **Frequently Asked Questions by People with Disabilities**

### **1. What is the Census?**

The United States Constitution requires the census. It is an accounting of the United States population conducted every decade, in years ending in "0" since 1790. There have been 22 federal censuses since then. The United States conducted the last census in 2010. The next census is in 2020 and, for the first time, the United States will use the internet to encourage participation.

A detailed census—and the collection of data about who lives in the United States and where—is important for electoral representation, health care, housing, and education.

### **2. Why is an Accurate Census Important?**

- 10) An accurate census count directly affects our nation's ability to provide equal representation and equal access to more than \$600 billion a year in important governmental resources for all Americans, including people with disabilities.
- 11)
- 12) An accurate census helps federal agencies monitor discrimination and implement civil rights laws that protect voting rights, equal employment opportunity, and more.
- 13)
- 14) An accurate census assists state and local leaders in identifying and addressing emerging needs for health care, education, housing, food



and income security, rural access to broadband, and other community needs.

15)

16) Perhaps the most important role of the census is population apportionment, or an accounting of how many people live where. Apportionment determines how the 435 members of the House of Representatives is divided among individual states. Unlike the number of senators, of which every state has two, the number of representatives per state are determined solely on population.

17)

## **H. Why the Census Is Important to the Disability Community**

The United States Constitution requires the census to ensure fair political representation. Community leaders and elected officials rely on accurate census data to make funding decisions about education, senior citizen and veteran supports, and other community allocations. It is important to get the numbers right, everyone—including people with disabilities—must be counted.

While the United States census only comes around once every 10 years, census data play a vital role in the lives of people with disabilities every day.

As we stated at the beginning, according to the CDC, people with disabilities make up 22% of the US population, nearly 1 in 4 (<https://www.cdc.gov/ncbddd/disabilityandhealth/infographic-disability-impacts-all.html>).

The decennial census, not CDC estimates, determines allocations for real-life necessities, like health care, Supplemental Nutrition Assistance Program (SNAP), special education grants and Medicaid.

Medicaid, State Children's Health Insurance Program (S-CHIP), Head Start and Early Head Start, highway planning and construction, and our nation's foster care programs are among the top 16 largest federal programs whose funding—totaling nearly \$600 billion a year—depend on census data.

Special education grants provide resources to disabled students, tailored to their individual needs. If the U.S. Census Bureau does not conduct a full and accurate count, administrators of special education programs will have no way of knowing how many children they must teach, which school districts need more educators, or what communities need more schools.

Census figures help advocates, community leaders, and elected officials address disparities in housing, health care, employment, and education. Fair proportionate voting representation depends on valid census data, as does the enforcement of voting rights laws. The health and wellbeing, and the political power of all communities, rests on a fair and accurate census count. Elected officials cannot make informed decisions about how to allocate federal tax dollars fairly and effectively without an accurate accounting of the population.

As such, an accurate census count is essential in ensuring people with disabilities who need these necessary supports and services participate in the census.

## I. Supporting Facts

**Special Education Grants – \$11.2 billion.** To help schools meet the requirements of the Individuals with Disabilities Education Act, special education grants provide resources to students with disabilities, tailored to their individual needs. At present, fifteen percent of the funds allocated are based on the states' relative populations of children who live in poverty. In the 2015-2016 school year, these grants served nearly 7 million children and youth with disabilities.

**Medicaid – \$312 billion.** Medicaid is a federal-state insurance program that provides health coverage to households and individuals with low incomes, children, parents, seniors, and people with disabilities. In 2015, Medicaid had about 70 million enrollees.

**State Children's Health Insurance Program (S-CHIP) – \$11.1 billion.** S-CHIP provides funds so states can maintain and expand child health assistance to uninsured, low-income children. In 2015, S-CHIP served more than 8 million children.

## J. Sources

"OSEP Grant Opportunities and Funding." U.S. Department of Education Retrieved 13 December 2017. Available at <https://www2.ed.gov/fund/grant/apply/osep/index.html?exp=1>.

"Programs: Special Education – Technical Assistance on State Data Collection – IDEA General Supervision Enhancement

Grant. United States Department of Education, June 2017.” Available at <https://www2.ed.gov/programs/osepidea/618-data/statictables/index.html>.

## **K. Disability Organizations and Resources**

### **California Council of the Blind (CCB)**

<http://ccbnet.org/drupal7/>

### **California Disability Services Organization**

<http://www.cal-dsa.org/>

### **California Foundation for Independent Living Centers (CFILC)**

<http://cfilc.org/>

### **Computer Aided Real Time Transcription (CART)**

<https://nationaldisabilitynavigator.org/ndnrc-materials/disability-guide/computer-aided-real-time-transcription-cart/>

### **Department of Developmental Services Regional Centers**

<https://www.dds.ca.gov/RC/RCList.cfm>

### **Center on Deafness – Inland Empire**

<http://codie.org/>

### **Disabled Students Program and Services**

Located in California Universities and Community Colleges

### **Greater Los Angeles Agency on Deafness, Inc. (GLAAD)**

<https://gladinc.org/>

### **NAMI California**

<https://namica.org/>

### **State Council on Developmental Disabilities (SCDD)**

<https://scdd.ca.gov/>

### **Website Accessibility**

- Web Accessibility Initiative of the World Wide Web Consortium  
<https://www.w3.org/WAI/>

- Introduction to Web Accessibility  
<https://webaim.org/intro/>

18)

## **L. Additional Census Resources**

### **The 2020 Census at a Glance**

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

### **California 2020 Census**

<https://census.ca.gov/resources/>

### **California Complete Count**

<https://census.ca.gov/wp-content/uploads/sites/4/2018/10/One-Pager-Fact-Sheet.pdf>

### **2020 Census Community Outreach Toolkit**

<https://www.census.gov/partners/toolkit.pdf>

## M.Appendix A – Methodology

Here we describe our methodology, including where we held groups and sessions and questions asked. The toolkit above provides summaries of the information gathered.

### **Focus Groups**

Focus groups solicit public feedback in small group settings. We conducted four focus groups – each with six participants for 24 people – over two consecutive days in Southern California:

1. Pacific Clinics Rialto Clubhouse, Rialto, CA
2. Communities Actively Living Independent & Free (Independent Living Center), Los Angeles, CA
3. TASK Parent Training & Information Center, Alhambra, CA
4. United Cerebral Palsy (UCP) of Los Angeles, Culver City, CA

The participants included people with:

- Psychosocial disabilities
- Intellectual and developmental (I/DD) disabilities
- Physical disabilities
- Blind
- Hearing impairments

and

- Parents of children with disabilities.

Participants were ethnically and socio-economically diverse, and included people living on the streets and people previously institutionalized.

Questions posed to the focus group participants included:

- Are you familiar with the Census?
- Have you ever completed the Census?
- Do you know what the purpose of the Census is?
- Does the Census have an impact on your life?
- How do you feel about sharing personal information with strangers?
- How do you feel about sharing information with the government?
- Would you have trouble filling answering the questions on the Census?
- Who do you as a person with a disability listen to?
- Are there barriers to your participation? What are those barriers?
- Who do you trust to give you accurate information?

- Who would you trust to give you accurate information about the Census?
- Do you have access to a computer?
- Would you be comfortable using a computer to take the Census?
- Would you complete the Census using an App on a phone?
- Would you prefer to complete the Census using a computer or filling it out on paper?
- Where would you be most comfortable completing the Census?
- What would make it easier for you to participate in the Census?
- Do you use social media?

We asked the groups to consider ten outreach messages and select their two favorite messages.

### **Listening Sessions**

Listening sessions build on existing trust between organizers, facilitators, and members of the larger disability community. At listening sessions, we talked with disability community organization staff who shared their opinions about the best ways to reach disabled people in their communities. Two listening sessions totaling 44 people were held in person in November 2018 in Culver City, CA with UCP Los Angeles and two sessions were conducted by conference call in January 2019, with staff at California parent centers.

Listening session participants selected their two favorite outreach messages, and were asked these questions:

- Why do you think disabled people might not participate in the Census?
- What do you think would increase participation by people with disabilities?
- Has your organization ever conducted outreach about the Census?
- Would your organization be interested in being a Census 2020 community partner focused on increasing participation by disabled people?
- Do you think that the Census has considered how or whether disabled people participate in the Census?



**Disability Rights Education & Defense Fund**  
**Attachment to Final Report – Independent Living Center Subcontractors**  
**November 2020**

	<b>Subcontractor name</b>	<b>Address</b>	<b>Expected outcome (include which census tract or HTC population is covered)</b>
1	Access to Independence (A2I)	8885 Rio San Diego Drive, Suite 131 San Diego, CA 92108	All Census Tracts in Imperial, San Diego People with Disabilities and Older Adults
2	Center for Independence of Individuals with Disabilities (CID)	2001 Winward Way, Suite 103 San Mateo, CA 94404	All Census Tracts in San Mateo County People with Disabilities and Older Adults
3	Central Coast Center for Independent Living (CCCIL)	318 Cayuga Street, Suite 208 Salinas, CA 93901	All Census Tracts in Monterey, San Benito, Santa Cruz People with Disabilities and Older Adults
4	Communities Actively Living Independent & Free (CALIF)	634 South Spring St, Second Floor Los Angeles, CA 90014	Census tracts in south and central Los Angeles People with Disabilities and Older Adults
5	Community Resources for Independent Living (CRIL)	439 A Street Hayward, CA 94541	All Census Tracts in Alameda County People with Disabilities and Older Adults
6	Dayle McIntosh Center (DMC)	501 North Brookhurst Street, Suite 102 Anaheim, CA 92801	All Census Tracts in Orange County People with Disabilities and Older Adults
7	Disability Community Resource Center (DCRC)	12901 Venice Blvd. Los Angeles, CA 90066	All Census Tracts in west Los Angeles People with Disabilities and Older Adults

	<b>Subcontractor name</b>	<b>Address</b>	<b>Expected outcome (include which census tract or HTC population is covered)</b>
8	Disability Resource Agency for Independent Living (DRAIL)	1101 Sylvan Avenue, Suite A-25 Modesto, CA 95350	All Census Tracts in Amador, Calaveras, Mariposa, San Joaquin, Stanislaus, Tuolumne Counties People with Disabilities and Older Adults
9	Disabled Resource Center (DRC)	2750 East Spring Street, Suite 100 Long Beach, CA 90806	All Census Tracts in Artesia, Avalon, Cypress, Hawaiian Gardens, Lakewood, La Palma, Long Beach, Seal Beach, Signal Hill, Long Beach People with Disabilities and Older Adults
10	Disability Services & Legal Center (DSLCL)	521 Mendocino Avenue Santa Rosa, CA 95401	All Census Tracts in Lake, Mendocino, Napa, Sonoma Counties People with Disabilities and Older Adults
11	FREED Center for Independent Living (FREED)	435 Sutton Way Grass Valley, CA 95945	All Census Tracts in Nevada, Sierra, Yuba Counties People with Disabilities and Older Adults
12	Independent Living Resource Center (ILRC)	423 West Victoria Street Santa Barbara, CA 93101	All Census Tracts in San Luis Obispo and Santa Barbara Counties People with Disabilities and Older Adults
13	Independent Living Resource Center San Francisco (ILRCSF)	825 Howard Street San Francisco, CA 94103	All Census Tracts in San Francisco County People with Disabilities and Older Adults
14	Independent Living Resource of Solano and Contra Costa Counties (ILRSCC)	1850 Gateway Blvd., Suite 120 Concord, CA 94520	All Census Tracts in Solano and Contra Costa Counties People with Disabilities and Older Adults
15	Marin Center for Independent Living (MCIL)	710 Fourth Street San Rafael, CA 94901	All Census Tracts in Marin County People with Disabilities and Older Adults

Disability Rights Education & Defense Fund

	<b>Subcontractor name</b>	<b>Address</b>	<b>Expected outcome (include which census tract or HTC population is covered)</b>
16	Resources for Independence, Central Valley (RICV)	3636 N First Street Fresno, CA 93726	All Census Tracts in Fresno, Kings, Madera, Merced, Tulare Counties People with Disabilities and Older Adults
17	Resources for Independent Living (RIL)	420 I Street, Suite 3 Sacramento, CA 95814	All Census Tracts in Sacramento and Yolo Counties People with Disabilities and Older Adults
18	Rolling Start, Inc. (RSI)	1955 South Hunts Lane, Suite 101 San Bernardino, CA 92408	All Census Tracts in Inyo, Mono, and San Bernardino Counties People with Disabilities and Older Adults
19	Service Center for Independent Life (SCIL)	107 South Spring Street Claremont, CA 91711	All Census Tracts in East Los Angeles and San Gabriel People with Disabilities and Older Adults
20	Silicon Valley Independent Living Center (SVILC)	25 North 14th Street, Suite 1000 San Jose, CA 95112	All Census Tracts in San Clara County People with Disabilities and Older Adults
21	Tri County IL, Inc. (TCIL)	139 5th Street Eureka, CA 95501	All Census Tracts in Del Norte, Humboldt, Trinity People with Disabilities and Older Adults

# The Count Continues!

## #DisabilityCounts2020 Digital Toolkit

As 2020 Census deadlines have been extended due to COVID-19, the National Disability Rights Network (NDRN), Disability Rights Education & Defense Fund (DREDF), and The Arc of the United States, American Association of People with Disabilities (AAPD), Rooted in Rights, and National Association of Councils on Developmental Disabilities (NACDD) are providing social media sample material to help get out the count and educate the disability community on the latest information from the Census Bureau.

*This toolkit will be updated as more resources and information becomes available. Last update was on August 5, 2020.*

### Partner Links

[DREDF/CFILC 2020 Census Disability Toolkit](#)

[NDRN Census Issue Page](#)

[The Arc Census Page](#)

[#DisabilityCounts2020 Partnership Website](#)

[AAPD's Website](#)

[Rooted in Rights Census Page](#)

[NACDD Website](#)

### Key Dates

March 12 - September 30, 2020: Self-Response Phase

April 2 - September 3, 2020: Group Quarters (e-Response and Paper Enumeration) Operation)

June 13 - July 9, 2020: Update Leave (Statewide)<sup>1</sup>

July 1 - September 3, 2020: In-Person Group Quarters Operation

July 16 - September 30, 2020: Nonresponse Follow-up (NRFU)<sup>2</sup>

August 12 – Census Day of Action

September 22 - September 24: Service Based Enumeration<sup>3</sup>

September 22 - September 24: Count of People experiencing homelessness outdoors

September 30 - Last day for households to self-respond online, by phone or by mail

Visit the Census Bureau's [2020 Census Operational Adjustments Due to COVID-19](#)

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<sup>1</sup> **Update Leave** involves census takers dropping off invitations to respond and paper questionnaires at the front doors of 5 million households statewide while updating the addresses.

<sup>2</sup> **NRFU** involves census takers interviewing households in person.

<sup>3</sup> **Service Based Enumeration** involves the Census Bureau working with service providers at soup kitchens, shelters, and regularly scheduled food vans to count the people they serve.

## Hashtags

#DisabilityCounts2020

#2020Census

## Graphics, Images and Videos

Sample [graphics and images](#) and [videos](#) are available. Alt-text suggestion included in description under “view details.”

## Questions or Suggestions?

Erika Hudson at [Erika.Hudson@ndrn.org](mailto:Erika.Hudson@ndrn.org)

Claire Manning at [Manning@TheArc.org](mailto:Manning@TheArc.org)

Lawrence Carter-Long at [LCarterLong@dredf.org](mailto:LCarterLong@dredf.org)

## Day of Action Ideas

August 12, 2020

The #2020Census impacts funding for TEN years into the next decade. The funding pays for important things for people with disabilities like housing, health care, transportation and more! Ten years is a long time! What were you doing ten years ago? What will you be doing ten years from now?

Post a picture of yourself from ten years ago and share what you want the next ten years to look like!  
#DisabilityCounts2020

**#DisabilityCounts2020**  
What do you want the next  
TEN years to look like?

**Step 1** Go through those old albums and find a picture of yourself from around 2010!

**Step 2** Post the picture with the answer to one of these statements:

- I’m completing the **#2020Census** because I want \_\_\_\_\_ for the disability community over the NEXT ten years. **#DisabilityCounts2020**
- The **#2020Census** and the next TEN years matter to me because \_\_\_\_\_. **#DisabilityCounts2020**
- In 2010, I was \_\_\_\_\_. This year I’m completing the **#2020Census**, because I want to \_\_\_\_\_ over the NEXT ten years.

**Step 3** Include the hashtags **#2020Census** and **#DisabilityCounts2020** + follow along with other posts!

Alt-text:

Red white and blue graphic with #DisabilityCounts2020 as the title. What do you want the next TEN years to look like? Step 1: Go through those old albums and find a picture of yourself from around 2010! Step 2: Post the picture with the answer to one of these statements: - I’m completing the #2020Census because I want *fill in the blank* for the disability community over the NEXT ten years. #DisabilityCounts2020 - The #2020Census and the next TEN years matter to me because *fill in the blank*. #DisabilityCounts2020 - In 2010, I was *fill in the blank*. This year I’m completing the #2020Census, because I want to *fill in the blank* over the NEXT ten years. Step 3: Include the hashtags #2020Census and #DisabilityCounts2020 + follow along with other posts!

## Sample Posts

### General

If you haven't filled out your #2020Census yet, no worries! You can still fill it out TODAY by visiting the @uscensusbureau's website, or by phone or by mail! #DisabilityCounts2020

<https://my2020census.gov/>

People with disabilities MUST BE COUNTED! #DisabilityCounts2020 #2020Census

Repeat after me "You Count! Be Counted!" #2020Census is here – and people w/ disabilities count. Federal funding that supports community living is on the line. #DisabilityCounts2020

<https://www.youtube.com/watch?v=3mtLWiNihvo&t=2s>

It has never been more important for all of us to raise our collective voices to make sure that the #2020Census is fair, accurate, accessible, and that disabled people are counted.

#DisabilityCounts2020 <https://disabilitycounts2020.org/>

The #2020Census sets the stage for the next decade (that's until 2030!), so be sure to say #DisabilityCounts2020 today! <https://www.ndrn.org/census/>

There may be no disability-specific questions on the #2020Census, but that doesn't mean disabled people don't count! Many of the supports and services we rely on to live in the community come from census data. Together let's make sure everyone is counted! #DisabilityCounts2020

The @uscensusbureau has identified people with disabilities as "hard-to-count," which means we're at risk of being undercounted in the #2020Census. We cannot let that happen. Visit the @uscensusbureau website and BE COUNTED today. #DisabilityCounts2020

<https://my2020census.gov/>

It is not too late! There is still time to complete #2020Census. You can ask someone to help you fill it out, right at home. This can be a person you trust such as a family member or trained caregiver, among others. #DisabilityCounts2020 <https://my2020census.gov/>

People with disabilities count. Period. Complete the #2020Census – it's important. The census is directly tied to key funding streams that support people with disabilities to live in the community. Be Counted! Every. Single. Person. Counts. #DisabilityCounts2020

Remember this: The #2020Census counts and so do people with disabilities. Make sure your census form is complete and BE COUNTED today! #DisabilityCounts2020 <http://disabilitycounts2020.org>

You might be thinking, "If disability data is not collected in the #2020Census it must not matter to people with disabilities, right?"— WRONG. Census data DOES matter for people with disabilities. It matters for everyone. #DisabilityCounts2020



The #2020Census will not only ensure a proportionate voting representation, it will influence where the boundaries of legislative, school, and voting districts are drawn, and guide the allocation of \$1.5 TRILLION in federal funds, all which greatly impacts every community, including the disability community. #DisabilityCounts2020

The @uscensusbureau has assured people that this year's census self-response options are accessible for everyone. Learn how at: <https://www.ndrn.org/census/>

The results from the #2020Census will affect the lives of everyone in our country. For people with disabilities, the data is used to determine how much money state and local governments get for important programs like Medicaid, housing vouchers, food assistance, and education services. When there isn't enough money, services and programs for people with disabilities will not be available to all who need them. #DisabilityCounts2020

## **Sample Posts**

### **Group Living Situations**

If you live in a group setting such as a group home the @uscensusbureau has a different process for counting you! Ask your administrator TODAY to make sure that you have been counted in the #2020Census. #DisabilityCounts2020.

Interested in learning more about how people in group living arrangements are counted in the #2020Census? Head over to the @uscensusbureau's website to get more information.  
<https://2020census.gov/en/conducting-the-count/gg.html>

Do you live in a group home? You might have already been counted in the #2020Census. Yay! Ask someone in your home today to make sure because you count. #DisabilityCounts2020

FYI: If you live in a group quarter like a group home, it's likely the @uscensusbureau has already contacted an administrator at your location to ensure you are counted in the #2020Census

Do you live in a group facility and have you received a letter in the mail to respond to the #2020Census? If so, be sure to self-respond to the #2020Census today! If you didn't - ask someone who works in your home to make sure you are counted! #DisabilityCounts2020

## Sample Posts

### Hard-To-Count Populations

We live here, we work here, and we WILL get counted here. #DisabilityCounts2020 #2020Census

It is more critical than ever that people complete the #2020Census and that everyone, including undocumented immigrants with disabilities and their family members, are counted.  
#DisabilityCounts2020

People with disabilities are a part of every single community in the U.S. and we must continue to advocate for every community to be counted and included in the 2020 Census.  
#DisabilityCounts2020

An inaccurate #2020Census means less money for schools, roads, and transit for millions of low-income and rural households, immigrant communities, people of color, and people with disabilities.  
#DisabilityCounts2020

The census only happens once a decade. When communities are undercounted, they are deprived of equal political representation and funding. Make sure you are counted in the #2020Census  
#DisabilityCounts2020

Census data helps identify where resources need to be directed, and which populations are relying on them in the wake of disasters and public health emergencies like COVID-19. The end of this month is the deadline for submitting #2020Census forms, make sure your household is counted!  
#DisabilityCounts2020

There's power in numbers and we need all the strength we can get behind the #2020Census. Our voices are stronger together and when folks are counted, our demands for real change will be heard.  
#DisabilityCounts2020

Disability is represented in every community and now is the time for all of us to BE COUNTED in the #2020Census. #DisabilityCounts2020

Getting counted in the census, voting in elections, and marching against injustice are the first steps to building political power and protecting our civil rights. Make sure the #2020Census is on your civic duty checklist.

The @uscensusbureau has identified people with disabilities as a hard-to-count population. Other hard-to-count populations include young children, people of color, people experiencing homelessness, and LGBTQ persons. Let's all BE COUNTED today! #DisabilityCounts2020



**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Alpine County to complete the Census!**



YOU can make sure Alpine County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Los Angeles County to complete the Census!**



YOU can make sure Los Angeles County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Amador County to complete the Census!**



YOU can make sure Amador County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Butte County to complete the Census!**



YOU can make sure Butte County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Calaveras County to complete the Census!**



YOU can make sure Calaveras County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



Photo by Anthonysthwdo

**Children with disabilities and disabled adults need everyone in Colusa County to complete the Census!**



YOU can make sure Colusa County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**



Approved by the  
California Foundation for Independent Living Centers



**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Del Norte County to complete the Census!**



YOU can make sure Del Norte County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**



Approved by the  
California Foundation for Independent Living Centers



**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Imperial County to complete the Census!**



YOU can make sure Imperial County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Inyo County to complete the Census!**



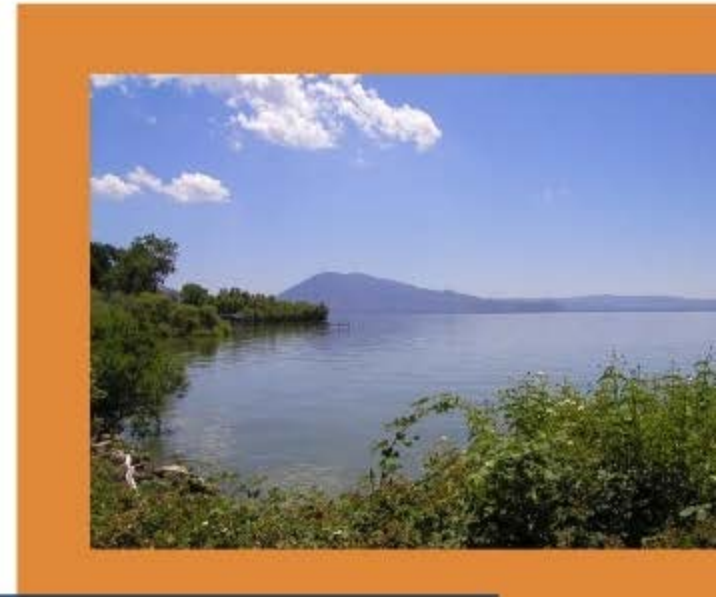
YOU can make sure Inyo County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Lake County to complete the Census!**



YOU can make sure Lake County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Lassen County to complete the Census!**



YOU can make sure Lassen County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Los Angeles County to complete the Census!**



YOU can make sure Los Angeles County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Mariposa County to complete the Census!**



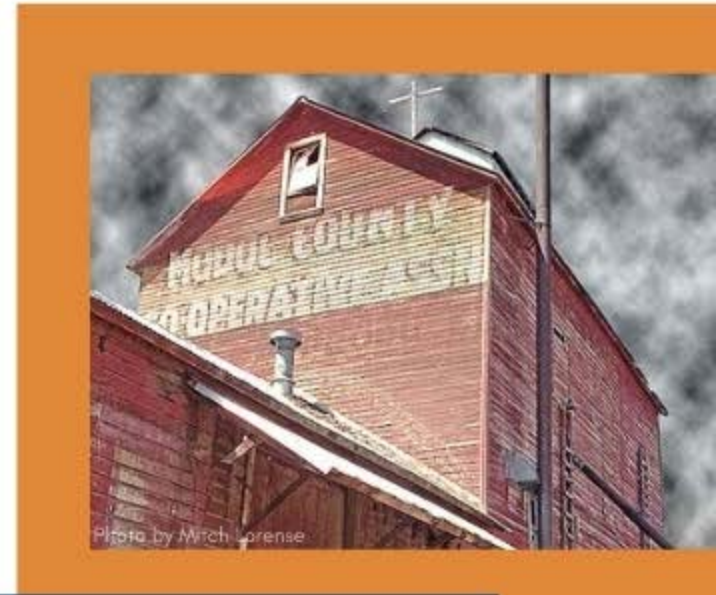
YOU can make sure Mariposa County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Modoc County to complete the Census!**



YOU can make sure Modoc County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Mono County to complete the Census!**



YOU can make sure Mono County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Nevada County to complete the Census!**



YOU can make sure Del Nevada County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Plumas County to complete the Census!**



YOU can make sure Plumas County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Sierra County to complete the Census!**



YOU can make sure Sierra County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



Photo by Shasta Pix



**Children with disabilities and disabled adults need everyone in Siskiyou County to complete the Census!**



YOU can make sure Del Siskiyou County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF**



Approved by the  
California Foundation for Independent Living Centers



**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in your county to complete the Census!**



YOU can make sure your county has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF.**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**¡Los niños con discapacidades y los adultos discapacitados necesitan que todos en su condado completen el censo!**



USTED puede asegurarse de que su condado tenga los recursos para satisfacer sus necesidades en la escuela, la atención médica, el transporte y más.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Trinity County to complete the Census!**



YOU can make sure Trinity County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**





**#DisabilityCounts2020**  
**#SeniorsCount2020**



**Children with disabilities and disabled adults need everyone in Tuolumne County to complete the Census!**



YOU can make sure Tuolumne County has the resources to meet their needs in school, in health care, in transportation, and more.

**DREDF:**

