# Census 2020: What's at Stake for the KC Region?



Greater Kansas City Community Foundation

**H&R Block Foundation** 

Hall Family Foundation

Hallmark Corporate Foundation

Health Care Foundation of Greater Kansas City

Marion and Henry Bloch Family Foundation

Menorah Heritage Foundation

Mid-America Regional Council

**REACH Healthcare Foundation** 

Women's Foundation

Wyandotte Health Foundation

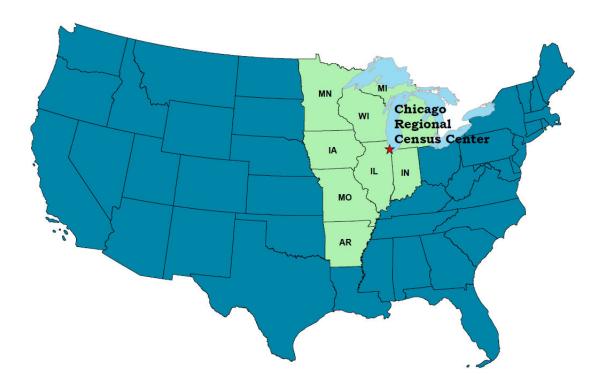
## **Marilyn Sanders**

**Regional Director, United States Census Bureau** 



# U.S. Census Bureau Chicago Region

Marilyn A. Sanders, Regional Director





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# Census Overview The Chicago Region

The Chicago Regional Office is responsible for all data collection, data dissemination, and geographic operations under the current service area boundaries.

The Detroit and Kansas City Regional Offices closed in late 2012 and transferred responsibility for specific states to the Chicago Region.

States within the Chicago Region's service area include: Arkansas, Illinois, Indiana, Iowa, Michigan, Minnesota, Missouri, and Wisconsin.







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### Census Overview

## The Decennial Census

### Purpose

To conduct a census of population and housing and disseminate the results to the President, the states, and the public

### Primary Uses of Decennial Census Data

• Apportion representation among states as mandated by Article 1, Section 2 of the United States Constitution:

Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers ... 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.







### Census Overview

## The Decennial Census

### Primary Uses of Decennial Census Data

- Draw congressional and state legislative districts, school districts, and voting precincts
- Distribute more than \$675 billion in federal funding to states
- Inform federal, tribal, state, and local government planning decisions
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)

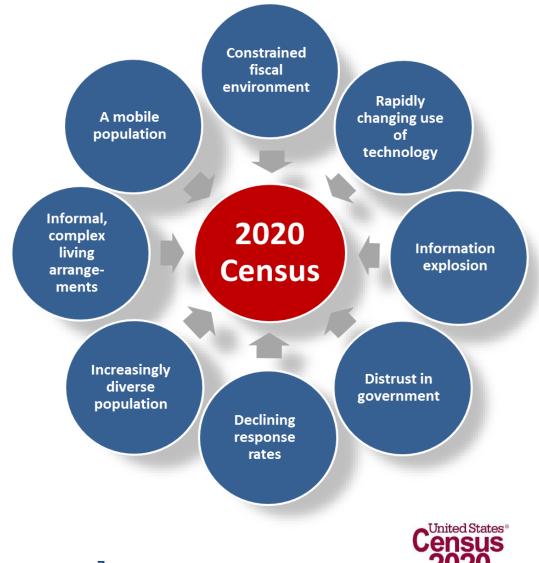






# 2020 Census Environment

The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.





### 2020 Census Redesign



#### MOTIVATE PEOPLE TO RESPOND

Conduct a nationwide communications and partnership campaign



#### ESTABLISH WHERE TO COUNT Identify all addresses where people could live

#### **COUNT THE POPULATION**

Collect data from all households including group and unique living arrangements

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



#### NONRESPONSE FOLLOWUP Collect data from all households, including group and unique living

arrangements







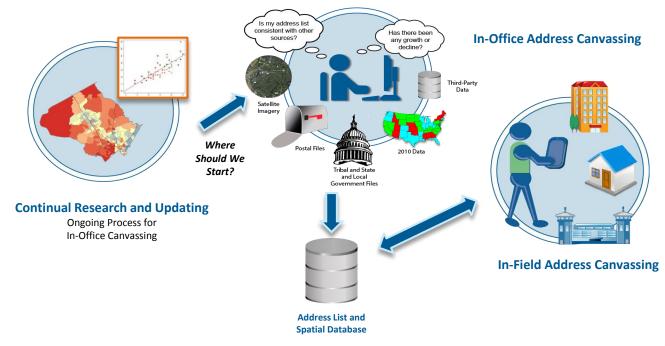


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# 2020 Census Establish Where to Count

### Reengineering Address Canvassing

Reduce the nationwide In-Field Address Canvassing by developing innovative methodologies for updating and maintaining the Census Bureau's address list and spatial database throughout the decade.





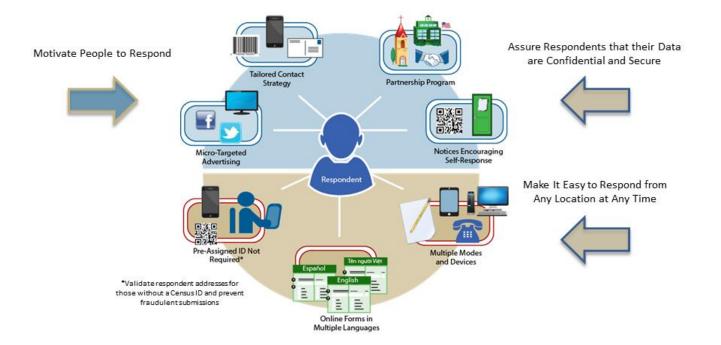
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## 2020 Census Making It Easier to Respond

### **Optimizing Self-Response**

Generate the largest possible self-response, reducing the number of households requiring follow-up.





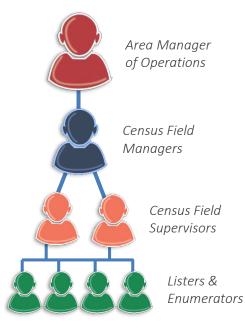
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## **Re-Engineering Field Operations**

### Use Technology To Efficiently and Effectively Manage 2020 Census Field Work

### Streamlined Office and Staffing Structure

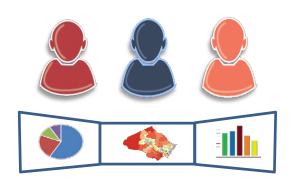


#### Increased use of Technology

- Automated and optimized work assignments
- Automated recruiting, training, payroll and expense reporting
- Reduced paper and manual processing

Increased Management and Staff Productivity

- Increased visibility into case status for improved workforce management
- Redesigned quality assurance operations
- Improved communications



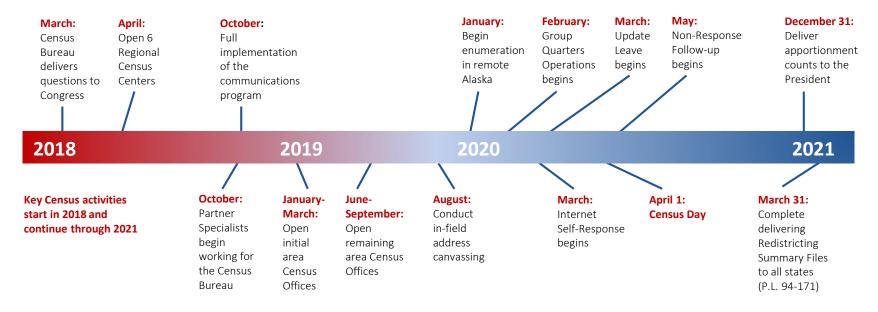




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## **Operational Timeline**

### The Road to 2020





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### 2020 Census Integrated Partnership & Communications

## The Integrated Partnership and Communications Operation

communicates the importance of participating in the 2020 Census to the entire population of the 50 states, the District of Columbia, Puerto Rico, and the Island Areas to:

- Engage and motivate people to selfrespond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response







## **Integrated Partnership & Communications**

### **National Partners**

- Nationwide partnerships
- Industry and civil sector national organizations as trusted voices
- Census Solutions Workshops and Toolkit

### **Local Partners**

- On-the-ground partnerships in local communities
- Community-based Organizations (CBOs) and local community leaders as trusted voices
- Focuses on low-response areas
- Mapping Tools for Hard-to-Count



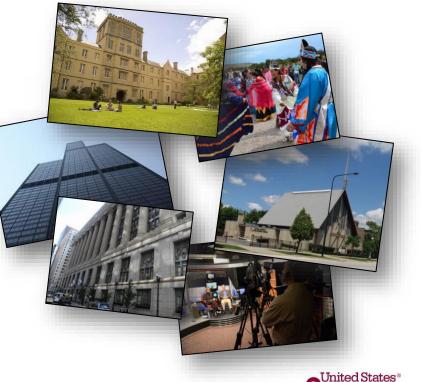


## Goal of the Partnership Program

Work with local partners to **Engage, Educate and Encourage** participation in the 2020 Census by those who are less likely to self respond and who are known to be hard to count.

The Census Bureau does this through partnerships with:

- Tribal Governments
- State Governments
- County and Municipal Governments
- Community Organizations
- Faith-based Institutions
- Schools/Colleges
- Businesses
- Local Media







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## The Purpose of a CCC

- Assist Census Bureau to meet the goal of a timely, accurate and cost-effective census count.
- Act as 2020 Census Champions
- Provide "trusted voices" as Census Ambassadors.
- Assist Census Bureau to meet the goal of a timely, accurate and cost-effective census count.
- Act as 2020 Census Champions
- Provide "trusted voices" as Census Ambassadors.

### Partnerships at the Highest Level

Complete Counts groups may be codified and grounded in law or established by ordinance or created by executive order or proclamation.





## **Integrated Partnership & Communications**



Michigan Nonprofit Association Michigan Nonprofit Association





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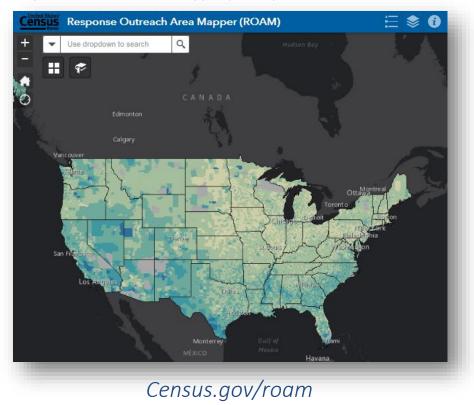


# **Get to Know Your Community**

### **Mapping Tools**

Interactive data tools to better understand the demographic composition and characteristics of the communities you work with and represent.

#### Response Outreach Area Mapper (ROAM)





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## **Recruiting and Hiring Timeline**

Summer 2018	2018	Fall 2018	Spring 2019	2019
<b>Hiring starts</b> in 2018 for Area Census Office (ACO) Management	Hiring <b>Regional</b> Census Support Staff	Recruiting and Hiring for <b>Area Census</b> <b>Office Positions</b>	Recruiting and Hiring for <b>ACO Field and Office Operations</b>	Continuous Recruiting and Hiring to <b>Support</b> Field and Office Operations
<ul> <li>IT Managers</li> <li>Recruiting Managers</li> </ul>	<ul> <li>Partnership Specialists</li> <li>Regional Technicians</li> </ul>	<ul> <li>Administrative Managers</li> <li>Area Census Office Managers</li> <li>Lead Census Field Managers</li> <li>Recruiting Assistants</li> </ul>	<ul> <li>Clerks</li> <li>Office Operations Supervisors</li> <li>Census Field Managers</li> <li>Census Field Supervisors</li> <li>Enumerators/Listers</li> </ul>	<ul> <li>Clerks</li> <li>Enumerators/Listers</li> <li>Recruiting Assistants</li> </ul>





# 2020 Census Get Involved

### What you can do now?

- Sign-up and join our email list
- Host a Census Solutions Workshop
- Establish or join a Complete Count Committee
- Share content about Census online blogs, news stories, social media, websites
- Help recruit for 2020 Census jobs
- Use our mapping tools to identify your hardto-count areas
- Participate in training opportunities–
   Data Dissemination Workshops or talk to a data expert **1-844-ASK-DATA**
- Tune-in to our quarterly Program Management Reviews (PMRs)



### census.gov/partners





# 2020 Census Connect With Us

2020 Census Homepage

**Census Alerts** 

2020 Census Memorandum Series

American Community Survey

**Census Jobs** 

<u>census.gov/2020Census</u> <u>public.govdelivery.com/accounts/USCENSUS/subscriber/new</u> <u>census.gov/programs-surveys/decennial-census/2020-</u> <u>census/planning-management/memo-series.html</u> <u>census.gov/programs-surveys/acs/</u> 2020census.gov/jobs

census.gov/about/regions/chicago/jobs/all.html

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## **Julie Brewer**

Executive Director, United Community Services of Johnson County, United Way of Greater Kansas City Planning Partner



## The HIGH COST of UNDERCOUNTING

Census

2020

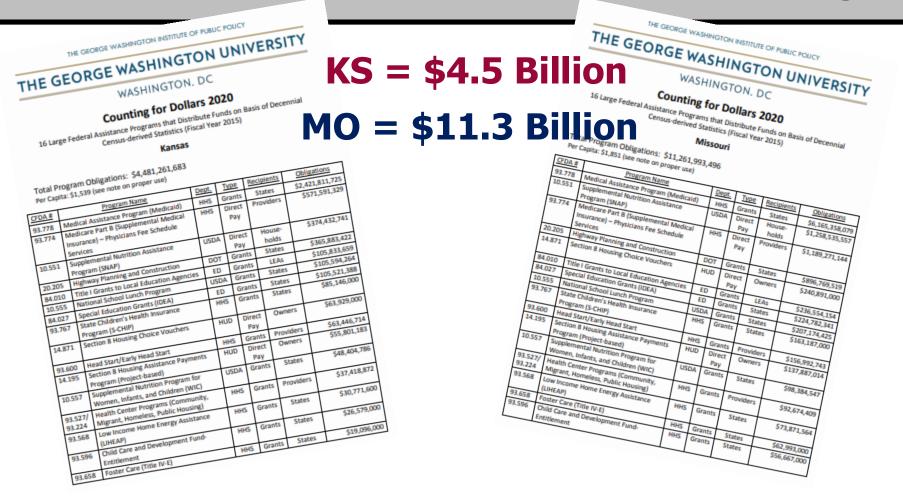
## Why it's important

The U.S. Census Bureau will conduct the decennial census on **April 1, 2020**.

- Census data is used to allocate hundreds of billions of federal dollars each decade.
- It is also used to define district boundaries for representation in Congress and in state legislatures.



### **Cost to Missouri & Kansas – Federal Funding**



## The Impact for 2020 – Kansas/Missouri

differential undercounts can influence distribution of federal funds

Potential annual reduction in federal funds for <u>each household missed in the census:</u>

- Kansas = Nearly \$4,000 per household annually
- Missouri = More Than \$4,700 per household annually

Source: Federal funds lost per year based on 2016 ACS 5-year population estimates and a 1% undercount (expect 2.1% blacks, 1.5% Hispanics) using federal assistance amounts per capita for 16 programs (\$1,539 in KS, \$1,851 in MO) calculated by the George Washington University Institute of Public Policy. Household = person per capita times 2.54 people per household per US Census Bureau 2017 estimates.

## **2010 Undercount**

- In the 2010 Census, experts estimate that the population was undercounted by 1 percent.
- The undercount was even higher for minorities:
  - 2.1 percent of blacks
  - 1.5 percent of Hispanics

### MOST OFTEN UNDERCOUNTED:

Young Children Minorities Rural Residents Low-Income Households Linguistically Isolated Foreign Born Low Educational Attainment Single-Parent Households

## The Impact for 2020 – Your County

• A similar undercount would result in the loss of \$48 million in the region for 16 federal programs:

### **KANSAS**

Allen County — **\$216,999** Johnson County — **\$10,589,859** Leavenworth County — **\$1,552,851** Miami County — **\$541,728** Wyandotte County — **\$4,740,120** 

### **MISSOURI**

Cass County — **\$2,130,501** Clay County — **\$5,243,883** Jackson County — **\$20,555,355** Lafayette County — **\$657,105** Platte County — **\$2,154,564** Ray County — **\$451,644** 

Source: Federal funds lost per year based on 2016 ACS 5-year population estimates and a 1% undercount (expect 2.1% blacks, 1.5% Hispanics) using federal assistance amounts per capita for 16 programs (\$1,539 in KS, \$1,851 in MO) calculated by the George Washington University Institute of Public Policy.

### What is at stake

### MOST OFTEN UNDERCOUNTED:

Young Children Minorities Rural Residents Low-Income Households Linguistically Isolated Foreign Born Low Educational Attainment Single-Parent Households

- Child Care & Development Fund -Entitlement
- WIC
- State Children's Health Insurance Program (S-CHIP)
- Head Start/Early Head Start
- National School Lunch Program
- Medicaid
- SNAP
- Title 1 Grants to Local Education Agencies
- Foster Care

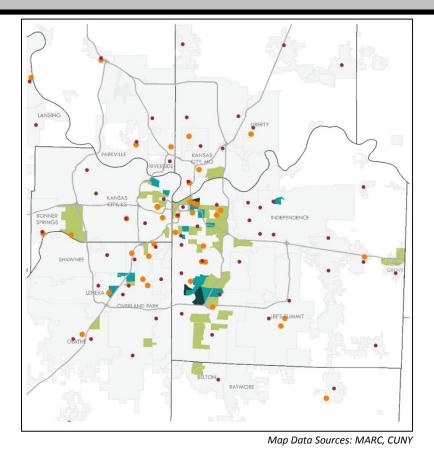
### What is at stake

#### MOST OFTEN UNDERCOUNTED:

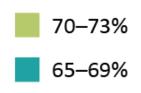
Young Children Minorities Rural Residents Low-Income Households Linguistically Isolated Foreign Born Low Educational Attainment Single-Parent Households

- Programs that support a strong and vibrant workforce
- Inform business and nonprofit organization decisions (e.g., where to locate, size of the market)
- Highway Planning and Construction funding
- How congressional and state legislative districts, school districts, and voting precincts boundaries are drawn

## **Hard-to-Count Census Tracts**



<sup>2010</sup> Mail Return Rates



57–64%

#### **Potential Assistance Locations**

- Community Centers
- Libraries

Find details for your county at: www.censushardtocountmaps2020.us

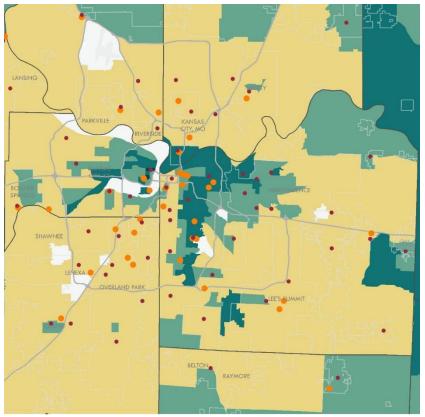
## What's new in 2020?

For the first time, people will be asked to complete the census form online rather than using a mail-in form.

Some of the traditional hard-to-count populations may be the least likely to have easy internet access

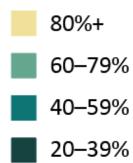


## **Internet Connectivity**



Map Data Sources: MARC, CUNY, FCC and IMLS.gov

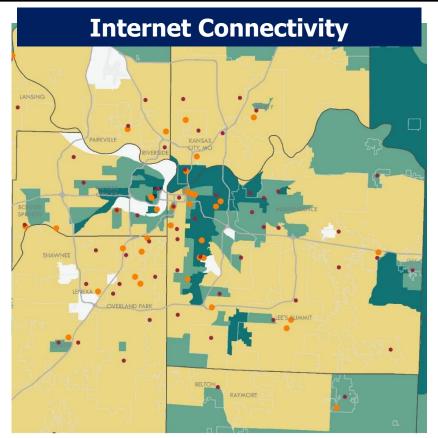
#### Internet Connectivity Rate



### **Potential Assistance Locations**

- Community Centers
- Libraries

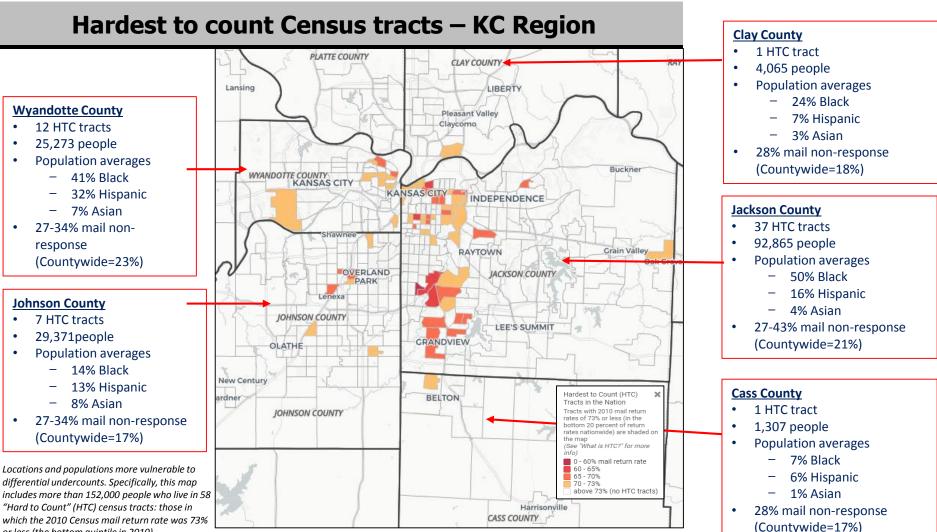
## **Overlap (Hard to County/Connectivity)**



**Mail Return Rates** LANSING ARKVILL KANSAS BONNER **IDEPENDENCI** SHAWNE LEE'S SU/ TON RAYMORE

Map Data Sources: MARC, CUNY, FCC and IMLS.gov

Map Data Sources: MARC, CUNY



or less (the bottom quintile in 2010).

## **Action Steps**

1

Identify communities most at risk of undercounting.

2

Identify community assets, neighborhood organizations and other resources for assistance.

3

Mobilize community partners to coordinate outreach to our most vulnerable populations.



## **Diosselyn Tot**

Lead Community Organizer, El Centro





**GRASSROOTS ORGANIZING:** 

# CENSUS 2020

Advocacy & Civic Engagement October 2018

### **CENSUS PERSPECTIVES & CONCERNS**

### Perspectives

### Concerns

- Election Environment
- Hiding back in the shadows
- Lack of representation

- Language access
- Understanding the system
- Whom is knocking at our doors?





### Perspectives

Concerns

- Workers that are culturally sensitive
- Trusted people and trusted places

- Relational Building
- Spanish-radio reach
- Leadership building
- Workers that represent our community



### **THANK YOU FOR YOUR TIME!**

# QUESTIONS?



El Centro, Inc. 650 Minnesota Avenue Kansas City, Kansas, 66101 913-677-0100

## **Karen Dehais**

**Evaluation and Learning Officer, Health Care Foundation of Greater Kansas City** 



### **Barriers and Solutions**

Question One: What barriers do you anticipate people you serve may encounter or perceive related to Census participation?

Barriers to Census participation		

Vote for the top 3 barriers from Question 1



### **Barriers and Solutions**

Question Two: What solutions can you suggest to maximize Census participation?		
Barriers to increase Census participation	Vote	
Mata familia tan 2 askutiana fuana Oscatia		





### **Barriers and Solutions**

**Question Three: What will partner organizations need to support their work to help improve Census participation?** 

Organizations will need	Vote

**Vote for the top 3 needs from Question 3** 



### **Next Steps**

- Share today's discussion with others co-workers, board members, other stakeholders
- ✓ Watch for updates from the KC Census Funders Partnership
- ✓ Join a Complete Count Committee
- Share content about the Census online— blogs, news stories, social media, websites
- Help recruit for 2020 Census jobs
- ✓ Use mapping tools to learn more about your hard-to-count areas
- KC Census Funder Partnership will use your feedback to explore strategies and potential funding support.



## Thank you!

Please complete our event survey: <u>www.surveymonkey.com/r/KCCensusEvent</u>

