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

Sponsored by the KC Census Funders Partnership:

Greater Kansas City Community Foundation  |  Menorah Heritage Foundation
H&R Block Foundation                      |  Mid-America Regional Council
Hall Family Foundation                    |  REACH Healthcare Foundation
Hallmark Corporate Foundation             |  Women’s Foundation
Health Care Foundation of Greater Kansas City |  Wyandotte Health Foundation
Marion and Henry Bloch Family Foundation  |  


Marilyn Sanders

Regional Director, United States Census Bureau
U.S. Census Bureau

Chicago Region

Marilyn A. Sanders, Regional Director
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.
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)
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

COUNT THE POPULATION
Collect data from all households including group and unique living arrangements.

MOTIVATE PEOPLE TO RESPOND
Conduct a nationwide communications and partnership campaign.

STABLISH WHERE TO COUNT
Identify all addresses where people could live.

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

TABULATE DATA AND RELEASE CENSUS RESULTS
Process and provide Census data.

Count everyone once, only once, and in the right place.
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.
Optimizing Self-Response

Generate the largest possible self-response, reducing the number of households requiring follow-up.
**2020 Census**

**Re-Engineering Field Operations**

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

**Streamlined Office and Staffing Structure**
- Area Manager of Operations
- Census Field Managers
- Census Field Supervisors
- Listers & Enumerators

**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
2020 Census

Operational Timeline

The Road to 2020

| March: | Census Bureau delivers questions to Congress |
| April: | Open 6 Regional Census Centers |
| October: | Full implementation of the communications program |
| January: | Begin enumeration in remote Alaska |
| February: | Group Quarters Operations begins |
| March: | Update Leave begins |
| May: | Non-Response Follow-up begins |
| December 31: | Deliver apportionment counts to the President |

Key Census activities start in 2018 and continue through 2021

- October: Partner Specialists begin working for the Census Bureau
- January-March: Open initial area Census Offices
- June-September: Open remaining area Census Offices
- August: Conduct in-field address canvassing
- March: Internet Self-Response begins
- March 31: Complete delivering Redistricting Summary Files to all states (P.L. 94-171)

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
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 self-respond, preferably via the internet
- Raise and keep awareness high throughout the entire 2020 Census to encourage response
2020 Census

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
2020 Census

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
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.
2020 Census

Integrated Partnership & Communications

Kansas City Census
Funders Partnership

Forefront
Engaging for impact

m.n.a.
Michigan Nonprofit Association

Michigan Nonprofit Association

Minnesota Council of Nonprofits
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)

Census.gov/roam
## 2020 Census

### Recruiting and Hiring Timeline

<table>
<thead>
<tr>
<th>Summer 2018</th>
<th>Fall 2018</th>
<th>Spring 2019</th>
<th>2019</th>
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<tbody>
<tr>
<td><strong>Hiring starts</strong> in 2018 for Area Census Office (ACO) Management</td>
<td>Recruiting and Hiring for Area Census Office Positions</td>
<td>Recruiting and Hiring for ACO Field and Office Operations</td>
<td>Continuous Recruiting and Hiring to Support Field and Office Operations</td>
</tr>
</tbody>
</table>

- **2018**
  - IT Managers
  - Recruiting Managers

- **Regional Census Support Staff**
  - Partnership Specialists
  - Regional Technicians

- **2019**
  - Administrative Managers
  - Area Census Office Managers
  - Lead Census Field Managers
  - Recruiting Assistants

- **Clerks**
  - Office Operations Supervisors
  - Census Field Managers
  - Census Field Supervisors
  - Enumerators/Listers

- **Clerks**
  - Enumerators/Listers
  - Recruiting Assistants
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 hard-to-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
Connect With Us

2020 Census Homepage  
census.gov/2020Census

Census Alerts  
public.govdelivery.com/accounts/USCENSUS/subscriber/new

2020 Census Memorandum Series  
census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html

American Community Survey  
census.gov/programs-surveys/acs/

Census Jobs  
2020census.gov/jobs

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

Twitter  
@uscensusbureau

Facebook, YouTube, Instagram, Pinterest  
/uscensusbureau
Julie Brewer

Executive Director, United Community Services of Johnson County, United Way of Greater Kansas City Planning Partner
The HIGH COST of UNDERCOUNTING
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

KS = $4.5 Billion
MO = $11.3 Billion
Potential annual reduction in federal funds for each household missed in the census:

- 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

- 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

Most Often Undercounted:
- Young Children
- Minorities
- Rural Residents
- Low-Income Households
- Linguistically Isolated
- Foreign Born
- Low Educational Attainment
- Single-Parent Households
Hard-to-Count Census Tracts

2010 Mail Return Rates

- 70–73%
- 65–69%
- 57–64%

Potential Assistance Locations

- Community Centers
- Libraries

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

Map Data Sources: MARC, CUNY
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

Internet Connectivity Rate

- 80%+
- 60–79%
- 40–59%
- 20–39%

Potential Assistance Locations

- Community Centers
- Libraries

Map Data Sources: MARC, CUNY, FCC and IMLS.gov
Overlap (Hard to County/Connectivity)

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

Internet Connectivity

Mail Return Rates

Map Data Sources: MARC, CUNY
Hardest to count Census tracts – KC Region

**Wyandotte County**
- 12 HTC tracts
- 25,273 people
- Population averages
  - 41% Black
  - 32% Hispanic
  - 7% Asian
- 27-34% mail non-response (Countywide=23%)

**Johnson County**
- 7 HTC tracts
- 29,371 people
- Population averages
  - 14% Black
  - 13% Hispanic
  - 8% Asian
- 27-34% mail non-response (Countywide=17%)

**Jackson County**
- 37 HTC tracts
- 92,865 people
- Population averages
  - 50% Black
  - 16% Hispanic
  - 3% Asian
- 27-43% mail non-response (Countywide=21%)

**Clay County**
- 1 HTC tract
- 4,065 people
- Population averages
  - 24% Black
  - 7% Hispanic
  - 3% Asian
- 28% mail non-response (Countywide=18%)

**Cass County**
- 1 HTC tract
- 1,307 people
- Population averages
  - 7% Black
  - 6% Hispanic
  - 1% Asian
- 28% mail non-response (Countywide=17%)

Locations and populations more vulnerable to differential undercounts. Specifically, this map includes more than 152,000 people who live in 58 “Hard to Count” (HTC) census tracts: those in which the 2010 Census mail return rate was 73% 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

<table>
<thead>
<tr>
<th>Perspectives</th>
<th>Concerns</th>
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<tbody>
<tr>
<td>Election Environment</td>
<td>Language access</td>
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<tr>
<td>Hiding back in the shadows</td>
<td>Understanding the system</td>
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<tr>
<td>Lack of representation</td>
<td>Whom is knocking at our doors?</td>
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**El Centro**
# Census Strategies

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<th>Perspectives</th>
<th>Concerns</th>
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<tbody>
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<td>Workers that are culturally sensitive</td>
<td>Relational Building</td>
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<td>Trusted people and trusted places</td>
<td>Spanish-radio reach</td>
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<td></td>
<td>Leadership building</td>
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<td>Workers that represent our community</td>
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THANK YOU FOR YOUR TIME!

QUESTIONS?
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?

<table>
<thead>
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<th>Barriers to Census participation</th>
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**Vote for the top 3 barriers from Question 1**
<table>
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<th>Barriers to increase Census participation</th>
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**Vote for the top 3 solutions from Question 2**
**Question Three: What will partner organizations need to support their work to help improve Census participation?**

<table>
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<tr>
<th>Organizations will need...</th>
<th>Vote</th>
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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: www.surveymonkey.com/r/KCCensusEvent