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

Sponsored by the KC Census Funders Partnership:

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







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.







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)





Environment

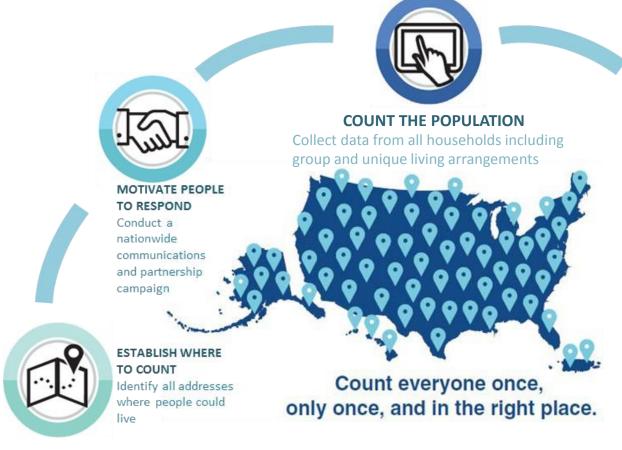
The 2020 Census is being conducted in a rapidly changing environment, requiring a flexible design that takes advantages of new technologies and data sources while minimizing risk to ensure a high quality population count.







Redesign





NONRESPONSE FOLLOWUP

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







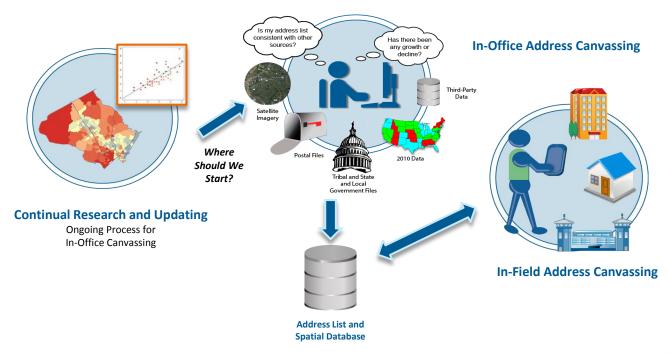


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Establish Where to Count

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.



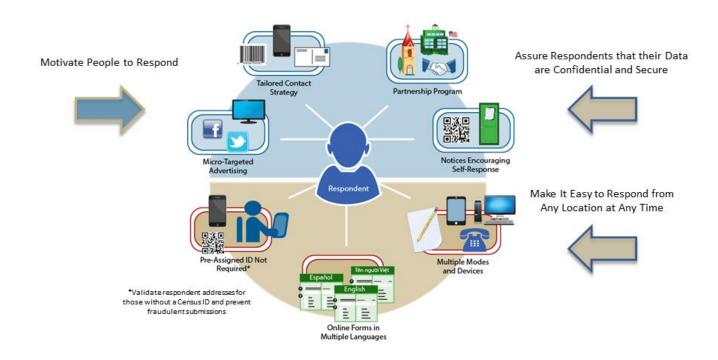




Making It Easier to Respond

Optimizing Self-Response

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



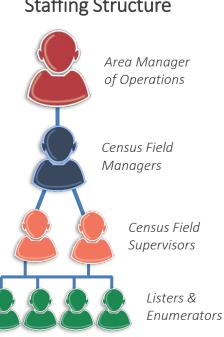




Re-Engineering Field Operations

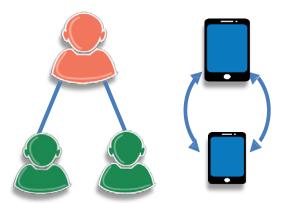
Use Technology To Efficiently and Effectively Manage 2020 Census Field Work

Streamlined Office and Staffing Structure



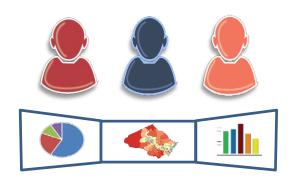
Increased use of Technology

- 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

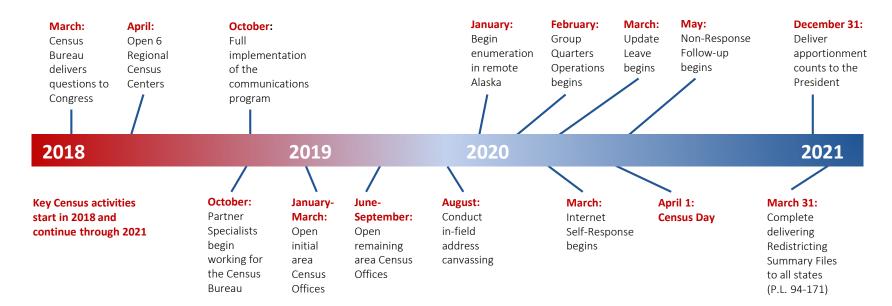






Operational Timeline

The Road to 2020







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







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.
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- Act as 2020 Census Champions
- Provide "trusted voices" as Census Ambassadors.







Integrated Partnership & Communications

Kansas City Census Funders Partnership













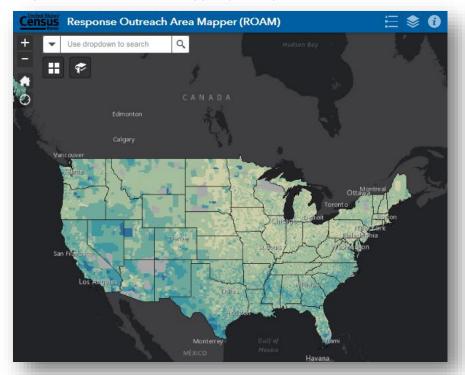


Get to Know Your Community

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





Recruiting and Hiring Timeline

Summer 2018	2018	Fall 2018	Spring 2019	2019
Hiring starts in 2018 for Area Census Office (ACO) Management	Hiring Regional Census Support Staff	Recruiting and Hiring for Area Census Office Positions	Recruiting and Hiring for ACO Field and Office Operations	Continuous Recruiting and Hiring to Support Field and Office Operations
IT ManagersRecruiting Managers	Partnership SpecialistsRegional Technicians	 Administrative Managers Area Census Office Managers Lead Census Field Managers Recruiting Assistants 	 Clerks Office Operations Supervisors Census Field Managers Census Field Supervisors Enumerators/Listers 	ClerksEnumerators/ListersRecruiting Assistants





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





Connect With Us

2020 Census Homepage <u>census.gov/2020Census</u>

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

2020 Census Memorandum Series <u>census.gov/programs-surveys/decennial-c</u>ensus/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



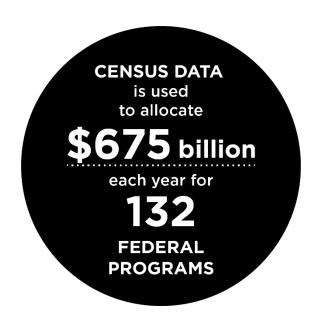


The HIGH COST of UNDERCOUNTING

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



KS = \$4.5 Billion

THE GEORGE WASHINGTON INSTITUTE OF PUBLIC POLICY THE GEORGE WASHINGTON UNIVERSITY WASHINGTON. DC

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial

MO = \$11.3 Billion

Total Program Obligations: \$4,481,261,683 Per Capita: \$1,539 (see note on proper use) Program Name Nedical Assistance Program (Medical) Nedicare Part 8 (Supplemental Medical) Nedicare Part 8 (Supplemental Medical) Nedicare Part 8 (Supplemental Nedical) Name Name Name Name
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93.600 Head Start/Early Head Start HRS Grants States \$236,554,154
Head Start/Early Head Start Grants States \$224,782,341
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The Impact for 2020 — Kansas/Missouri

differential undercounts can influence distribution of federal funds

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

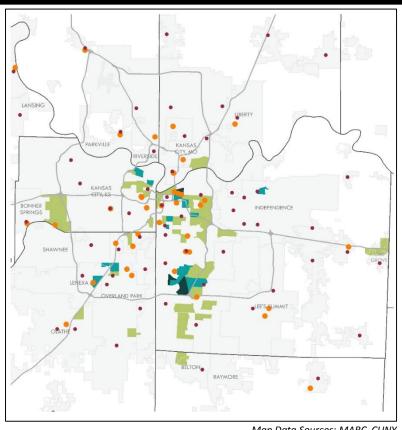
What is at stake

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



Map Data Sources: MARC, CUNY

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

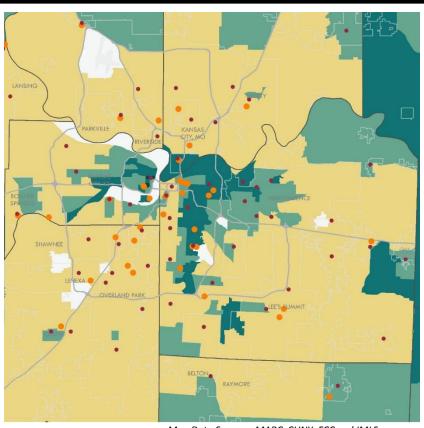
What's new in 2020?

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

80%+

60–79%

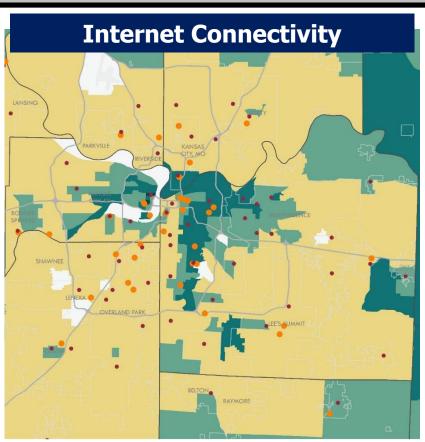
40–59%

20–39%

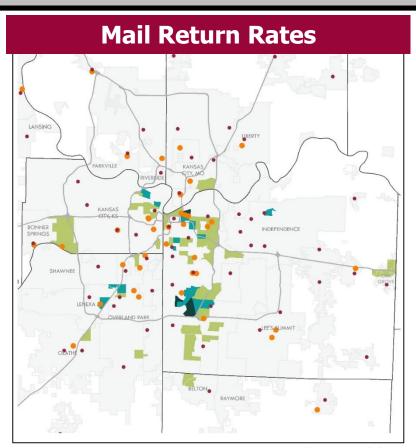
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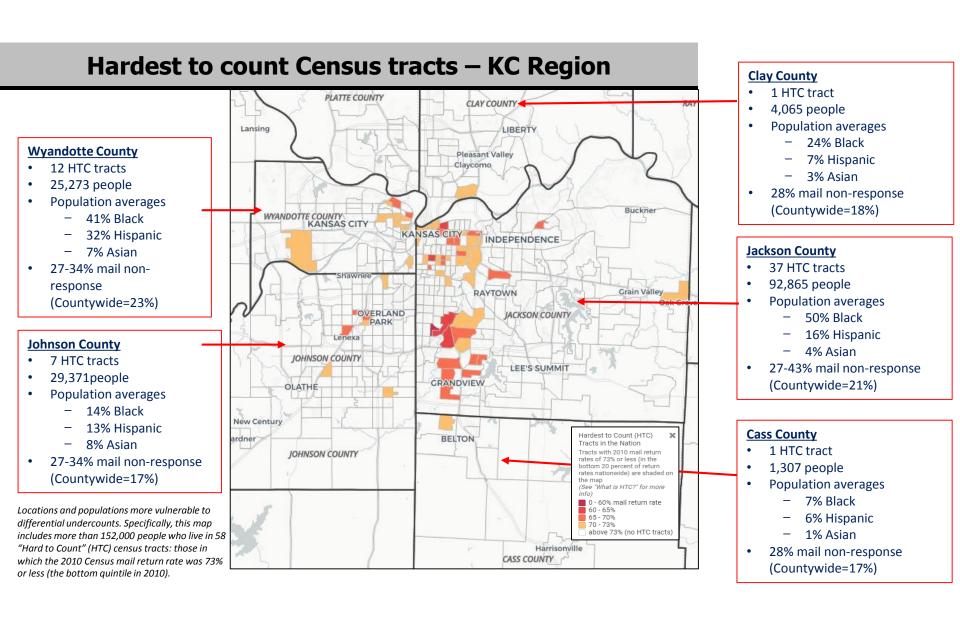
Overlap (Hard to County/Connectivity)







Map Data Sources: MARC, CUNY



Action Steps

- Identify communities most at risk of undercounting.
- Identify community assets, neighborhood organizations and other resources for assistance.
- 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

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

Concerns

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



2

CENSUS STRATEGIES

Perspectives

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

Concerns

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



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?

Barriers to Census participation	Vote

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 for the top 3 solutions from Question 2



Barriers and Solutions

Question Three: What wi	II pa	rtner	organiza	tions n	eed to
support their work to help	p im	prove	Census	partici	pation?

Organizations will need		



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

