Preparing for the 2020 Census

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US Census Bureau
Count everyone once, only once, and in the right place.
Why We Do a Census

- Article 1, Section 2 of the US Constitution
  
  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.

- Key Purpose is Apportioning the US House of Representatives
Why does the 2020 Census matter?

**Power**
- Congressional representation
- Reapportionment & redistricting

**Money**
- $675 billion distributed annually
- Funding distributed based on population

**Idaho**
- In 2010 over $2.4 billion each year to the State
- $1,473 approx. per Idahoan counted
Federal Funding

Census data informs how $675 billion is distributed annually among local, state, and tribal governments for programs like:

- Transportation
- Job training centers
- Schools (Title 1 Grants, National School Lunch Program, Head Start/Early Head Start)
- Senior and Foster Care Centers
- Housing (Section 8 housing choice vouchers)
- Medical Assistance Programs (Medicaid, Medicare)
New Ability to Self Respond
Starting March 23, 2020

Internet  Phone  Paper Form  In-person
# Hard-to-Count Populations

<table>
<thead>
<tr>
<th>Racial and ethnic minorities</th>
<th>Lower income</th>
<th>Persons who do not speak English fluently</th>
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<tbody>
<tr>
<td>LGBT</td>
<td>Undocumented immigrants</td>
<td>Children under 5</td>
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<tr>
<td>People experiencing homelessness</td>
<td>Tribal members</td>
<td>Rural Communities</td>
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Where you can help

- Identify community organizations in your city that work directly with hard-to-count populations and who we can partner with to conduct outreach.
- Incorporate census outreach and education efforts into your existing community engagements.
- Collaborate with Idaho’s diverse stakeholders to deliver tried and tested messages.
Complete Count Committees

- Tribal, state and local governments work together with partners in their communities to form CCCs to promote the 2020 Census to their constituents. Community-based organizations also establish CCCs that reach out to their members.
Are you a member of a CCC?

Currently, 60 in Idaho

ie: COMPASS

Committee members are experts in the following areas:

- Government Education
- Media
- Community Organizations
- Workforce development
- Faith-Based Community
- Business
- Other, based on needs
CCCs at a glance:

**Suggested CCC Membership**

- Heads of Public School System
- Mayor or Designee (Chair)
- Heads of Relevant Government Agencies and Departments
- Heads of Community Organizations
- Representatives from Faith-Based Organizations
- Heads of Large Universities / Colleges
- Council Members from Priority Target Areas
- State CCC Representative
- Deputy Director
- Executive Director
- Heads of Business Associations
- Heads of Regional Associations

*Partnership Specialist is advisor and Census liaison to Municipal CCCs*
Response Outreach Area Mapper (ROAM)

- Public mapping application that displays characteristics of hard-to-count areas from the PDB
- 2010-2014 ACS 5-year estimates
- Census tract level

https://www.census.gov/roam
Hiring in your Community!

Canvassers and Enumerators

➢ U.S. Citizen at least age 18

➢ Pass federal background
  • check

➢ Have an Email address and SSN

➢ Driver’s license and vehicle or transportation

➢ Able to use a Smart Phone
Thank you!!

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