Shape our children’s future. Start with the 2020 Census.

Greenbush Early Childhood – P.A.T.
Melinda Stanley – Partnership Specialist – Education – Kansas
U.S. Census Bureau-Denver Region
Feb 4, 2020
Why do we take the census?

- U.S. Constitution, Article 1, Section 2 mandates Census to provide the data for an apportionment of representatives among the states for the House of Representatives every 10 years.
Why do we take the census?

• By law, the U.S. Census Bureau must deliver a report of population counts to the President of the United States within 9 months of Census Day (on or before December 31, 2020) so apportionment can be taken.
How the 2020 Census will invite everyone to respond

Invitations Delivered
95% in the mail
Almost 5% dropped off

Participation Options
Online | Phone | Mail
2020 Census Key Dates

January 2020
March 2020 through June 2020

National Media Campaign
Call To Action for Residents to Respond (starting March 23)

February 2020 through June 2020
Group Quarters Operations Count of Residents, Shelters, Dorms, Nursing Homes, Prisons...
(Local governments and Census identify & plan these operations)

March 12, 2020
Self-Response Begins & Continues through July 2020

(AOptions to Self-Respond all residents will have these 3 options)
- Internet
- Telephone
- Paper

APRIL 1, 2020
Census Day – Reference Date = where you live on April 1

Mid-April 2020
Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)

May 2020 through July 2020
Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)

December 31, 2020
Deliver Counts to the President

April 1, 2021
Deliver counts to the States
### What will I receive in the mail?

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12–20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16–24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26–April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8–16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20–27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
What questions will be asked?

10 questions / Approx. 10 minutes per person

• Name
• Phone Number
• Age
• Sex
• Race
• Hispanic Origin
• Relationship to householder
• Household tenure (own/rent)
• Number of people in household
• Usual place of residence
Confidentiality Is Key

Title 13 of the Code of Federal Regulations requires us to keep everyone’s information confidential.

We cannot share responses with immigration, law enforcement, or allow information to be used to determine eligibility for benefits.

We can only use the information we collect for statistical purposes.
Congressional Apportionment 2010
Official Results

THE BIG PICTURE

GAINED    LOST
Arizona +1  Illinois -1
Florida +2  Iowa -1
Georgia +1  Louisiana -1
Nevada +1  Massachusetts -1
South Carolina +1  Michigan -1
Texas +4  Missouri -1
Utah +1  New Jersey -1
Washington +1  New York -2
Ohio -2
Pennsylvania -1
Census = Representation
Apportionment and Redistricting
Counting for Dollars: How Census Data Brings $ To Kansas

*Federal $ Allocated To Kansas in FY2016 based on Decennial Census Counts included:*

**Top 5**
- Medical Assistance Program (Medicaid)
- Federal Direct Student Loans
- Supplemental Nutrition Program for Women, Infants, and Children (WIC)
- Medicare (Part B)
- Highway Planning & Construction

**THE BIG PICTURE**

*Kansas receives roughly $6,000,000,000 annually*
Counting for Dollars: How Census Data Brings $ To Kansas

Other Federal $ Allocated To Kansas represented:

- Federal Pell Grant Program
- Section 8 Housing Vouchers
- Temporary Assistance for Needy Families
- Low- to Moderate-Income Housing Loans
- State Children’s Health Insurance Program
- National School Lunch Programs
- Special Education Grants
- Federal Transit Formula Grants
- Head Start
- Title IV-E Foster Care
- School Breakfast Programs
- Business & Industry Loans
- Low-Income Home Energy Assistance
- Child and Adult Care Food Program
- Vocational Rehabilitation Grants
- Unemployment Insurance Admin.
- Child Care/Development Block Grants
- Adoption Assistance
- Community Facilities Loans/Grants
- Crime Victim Assistance
- Public Housing Capital Fund
- Public and Indian Housing
- Career & Tech. Education Grants
Counting for Dollars: How Census Data Brings $ To Kansas

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- Career & Tech. Education Grants
The Decennial Census
The 2020 Census Environment

- 2020 Census
- Constrained fiscal environment
- Rapidly changing use of technology
- Information explosion
- Distrust in government
- Declining response rates
- Increasingly diverse population
- Informal, complex living arrangements
- A mobile population
- The Decennial Census
- The 2020 Census Environment
The Decennial Census
The 2020 Census
Hard-to-Count (HTC) Populations

Approximately 10% of Kansas’s current population (284,680) lives in HTC neighborhoods. A large percentage of under-represented populations reside in such communities.

- **Children under 5 years old**
- **Persons over age 65**
- **Racial and ethnic minorities**
- **Non-English speakers**
- **Immigrants**
- **Renters and residents who move often**
- **Alternative or overcrowded housing units**
- **Gated communities and publicly inaccessible multifamily units**
- **Persons displaced by natural disasters**
- **Persons experiencing homelessness**
- **Young mobile adults**
- **Single-parent headed households**

Approximately 10% of Kansas’s current population (284,680) lives in HTC neighborhoods. A large percentage of under-represented populations reside in such communities.
An estimated 10 percent of kids under the age of 5 were not counted in the 2010 Census. That’s about 1 million young children, the highest of any age group.
Children are more likely to be missed in a census if they...

- Live in large, complex households.
- Live with single parents or young parents.
- Are not the biological or adopted child of the householder.
- Live with grandparents, aunts and uncles or other family members.
Children are more likely to be missed in a census if they...

- Live in families that do not speak English or their families include migrants.
- Live in poor families.
- Live with families that rent rather than own their home.

Some adults may not realize babies, toddlers and young children are to be included in the Census.
Counting Young Children in the 2020 Census

23% of kids in cities live in areas of concentrated poverty. Only 11% of kids in rural areas and 5% of kids in suburbs do.

12% of kids in the U.S. live in concentrated poverty areas.

51,000 Kansas kids were living in areas of concentrated poverty from 2013 to 2017. That's down 5,000 from the 2008-2012 figure.
IDENTIFYING TRADITIONALLY UNDERCOUNTED AREAS

Response Outreach Area Mapper (ROAM)
https://www.census.gov/roam

- Public mapping application: displays data for potentially hard-to-count areas including Low Response Rate estimates.
- America Communities Survey (ACS) 5-year estimates data
- Data provided by Census tract
Response Outreach Area Mapper (ROAM)
census.gov/roam

Census Tract 4
Douglas County, Kansas

Low Response Score (%) 35.3
2012-2016 ACS 5-year estimates

Total Population: 4,180
Median Household Income ($) 16,600
Population Under 5 (%) 0.60
Population 18-24 (%) 9.44
Population 65 and Over (%) 0.43
Below Poverty Level (%) 19.56
Not High School Graduate (%) 2.20
Non-Hispanic, Black (%) 3.26
Non-Hispanic, White (%) 57.99
Hispanic (%) 8.13
American Indian or Alaska Native (%) 0.03
Asian (%) 13.04
Native Hawaiian or Other Pacific Islander (%) 0.00
Some Other Race (%) 0.00
Foreign Born (%) 17.99
No One in Household Age 16+ Speaks English "Very Well" (%) 24.70
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%) 1.13
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%) 0.45
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%) 0.46
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%) 0.49
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%) 0.08
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%) 0.00
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%) 1.92
Total Housing Units: 272
Total Occupied Housing Units: 166
Renter Occupied Housing Units (%) 90.99
Family Occupied Housing Units with Related Children Under 6 (%) 39.13
Population 1+ Who Moved From Another Residence Within the Last Year (%) 76.22
Vacant Housing Units (%) 35.97
Multi-Unit (2+1) Housing (%) 36.3
Response Outreach Area Mapper (ROAM)

Labette County – Tract 9502

- Low Response Score (%) : 20.9
- Total Population: 1,943
- Median Household Income: $33,284
- Median Age: 35.6
- Persons Below Poverty Level: 21%
- Children -18 Living in Poverty: 32%
- Non-Hispanic, Black: 6%
- Non-Hispanic, White: 87%
- Hispanic: 2%
Response Outreach Area Mapper (ROAM)

**Seward County – Tract 9660 (Liberal)**

- Low Response Score (%) : 24.7
- Total Population: 4,488
- Median Household Income: $39,149
- Median Age: 26.2 (18-24 = 13%)
- Persons Below Poverty Level: 24%
- Children -18 Living in Poverty: 37%
- Non-Hispanic, Black: 5%
- Non-Hispanic, White: 12%
- Hispanic: 81.5%
Response Outreach Area Mapper (ROAM)

**Sherman County – Tract 4537 (Goodland)**

- Low Response Score (%): 20.3
- Total Population: 4,982
- Median Household Income: $52,908
- Median Age: 37.7 (18-24 = 9%)
- Persons Below Poverty Level: 18%
- Children -18 Living in Poverty: 27%
- Non-Hispanic, Black: 0.4%
- Non-Hispanic, White: 84%
- Hispanic: 13%
Response Outreach Area Mapper (ROAM)

**Wyandotte County (KCK) – Tract 411**

- Low Response Score (%): 26.8
- Total Population: 1,592
- Median Household Income: $12,785
- Median Age: 23.0
- Persons Below Poverty Level: 62%
- Children -18 Living in Poverty: 77%
- Non-Hispanic, Black: 78%
- Non-Hispanic, White: 2.5%
- Hispanic: 9%
Response Outreach Area Mapper (ROAM)

**Wyandotte County (KCK) – Tract 420.02**

- Low Response Score (%) : 30.6
- Total Population: 1,531
- Median Household Income: $18,221
- Median Age: 35.2
- Persons Below Poverty Level: 47%
- **Children -18 Living in Poverty:** 56%
- Non-Hispanic, Black: 10%
- Non-Hispanic, White: 13%
- Hispanic: 68%
Response Outreach Area Mapper (ROAM)

**Sedgwick County – Tract 9**

- Low Response Score (%) : 30.9
- Total Population: 2,645
- Median Household Income: $26,303
- Median Age: 23.8
- Persons Below Poverty Level: 20%
- Children -18 Living in Poverty: 29%
- Non-Hispanic, Black: 0%
- Non-Hispanic, White: 23%
- Hispanic: 77%
Common situations where young children aren’t counted

How you can help?
Common situations where young children aren’t counted

The child splits time between two homes.
The child lives or stays with another family or with another relative such as a grandparent.

How you can help?
Emphasize the census counts everyone where they live and sleep most of the time, even if the living arrangement is temporary or the parents of the child do not live there.
If the child truly spends equal time between two homes, count them where they stayed on Census Day, April 1. Coordinate with the other parent or caregiver, so child is not counted in both homes.
If it’s not clear where the child lives most of the time, count him/her where they stayed on Census Day, April 1.
Common situations where young children aren’t counted

How you can help?

The child lives in a **lower income** household.
Explain to service providers and families that responding to the Census helps determine $675 billion in local funding.
Programs include food stamps (SNAP), the National School Lunch Program and the Children’s Health Insurance Program.
Common situations where young children aren’t counted

The child lives in a household with young parents or a young, single mom.

How you can help?
Explain that filling out the census yourself is easier than having to respond when a census worker knocks on your door. The form should only take about 10 minutes to fill out.
Encourage moms with young children to ask other household members to count them and their children on the form if others live in the household.

The child lives in a household with young parents or a young, single mom.
Common situations where young children aren’t counted

How you can help?

The child is a **newborn**.
Emphasize parents should include babies on census forms, even if they are still in the hospital on April 1.
Encourage facilities providing services to newborns to remind parents about the importance of counting their children on the census form.
Governor Kelly highlights importance of accurate 2020 Census, Creates Kansas Complete Count Committee, appoints co-chairs

APRIL 23, 2019

Census team covers Kansas
Complete Count Committees

- Social Media/Local Media Specialists
- Workforce Development Experts
- Business Leaders
- Non-Profit Organizations
- Regional Associations
- Local CCC Chairperson
- Community Advocates and Public Health
- Educators and School Admin.
- Religious and Faith Leaders
- Local Library

United States Census Bureau
U.S. Department of Commerce Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
COMMUNITY OUTREACH TOOLKIT

A quickstart guide to tailoring census outreach efforts for the people you serve.

CENSUS 101: What You Need To Know

The Census is closer than you think! Here’s a quick refresher of what it is & why it’s essential everyone is counted.

Everyone counts.

It’s about fair representation.

It’s about redistricting.

It’s about $575 billion.

Taking part is your civic duty.

Census Data is Used All Around You

Find out how you can help at www.census.gov/partners

You can help.

Your data is confidential.

Census data can help protect your personal security.

2020 will be easier than ever.

Together We Can Shape Our Future

If you’re interested in being a Census Ambassador, call 1-855-330-2020.

Census.gov

United States Census Bureau

Economics and Statistics Administration

U.S. CENSUS BUREAU

census.gov
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
https://www.usajobs.gov
EARLY CHILDHOOD EDUCATORS: What can we do in general terms?

- Participate in local efforts/Complete Count Committees
- Become a 2020 Census ambassador—help educate, engage families
- Be prepared to answer constituents’ questions
- Share/Repost on Website, Social Media, Newsletters, Updates
- Encourage community members apply for census jobs
- Distribute Fliers, Fact sheets, Recruiting info to families/hard-to-count

Each Kansan Counts
EARLY CHILDHOOD EDUCATORS:
What can we do in general terms?

RESPONSE ASSISTANCE CENTERS

Build response assistance into activities & events.

Visible, Ease-of-Access

Real-time help as Census unfolds
Key Links:
2020Census.gov

Kansas-specific Connections:

#EachKansanCounts
https://sites.google.com/greenbush.org/eachkansancounts

The League of Kansas Municipalities
www.KansasCounts.org

Kansas State Data Center
https://ipsr.ku.edu/ksdata/census/2020/

Mid-America Regional Council
www.census2020kc.org
Count EVERYONE...

- Once
- Only Once
- In the Right Place

Shape our children’s future. Start with the 2020 Census.

2020 Census: EASY. SAFE. IMPORTANT.

The community you serve deserves to be SEEN and COUNTED...their future begins here.

www.census.gov
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