

The Road to 2020

Kitsap County
5 March 2019

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The Road to 2020



**Census Day is
1 April 2020**

**392 DAYS
TO GO!**

Why We Do a Census

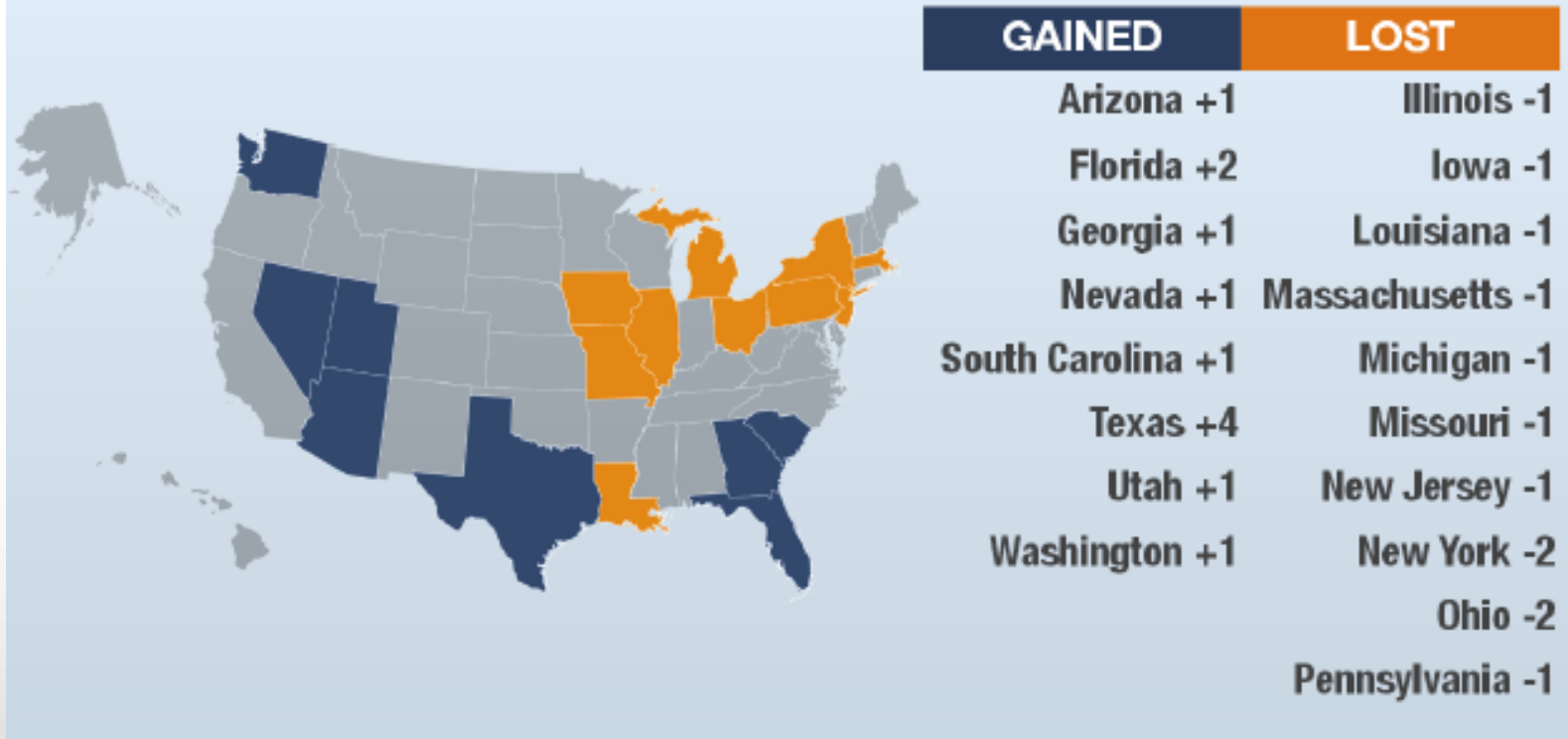
Article 1, Section 2 U.S. Constitution



“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.”

U.S. House of Representatives

2010 Official Results



435 Total Representatives | 10 Representatives in Washington

Funding

16 Largest Federal Programs that Distributed Funds Based on Census Data (2015)

<u>Program Name</u>	<u>Dept.</u>	<u>Type</u>	<u>Recipients</u>	<u>Obligations</u>
Medical Assistance Program (Medicaid)	HHS	Grants	States	\$8,484,071,438
Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$1,527,741,099
Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$1,053,323,016
Highway Planning and Construction	DOT	Grants	States	\$663,499,896
Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$476,585,000
Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$221,863,797
Special Education Grants (IDEA)	ED	Grants	States	\$219,509,831
National School Lunch Program	USDA	Grants	States	\$193,566,596
Head Start/Early Head Start	HHS	Grants	Providers	\$180,224,537
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$148,442,776
State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$128,952,000
Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$122,044,529
Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$93,906,920
Child Care and Development Fund-Entitlement	HHS	Grants	States	\$78,239,000
Foster Care (Title IV-E)	HHS	Grants	States	\$71,629,000
Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$59,190,510

Counting for Dollars WASHINGTON

Total = \$13,722,789,945
Per Capita = \$1,914 *

* Total Fiscal Year 2015 obligations for the 16 programs divided by the population as of 1 July 2015 (per the Census Bureau)

Source: Reamer (2017). *Counting for Dollars 2020*: The George Washington University

Other Uses of Census Data

- State legislative districts, school districts, voting precincts
- State, local and tribal governments planning decisions
- Business and nonprofit decisions (where to locate, size of market)
- Local trends
- Population benchmarks

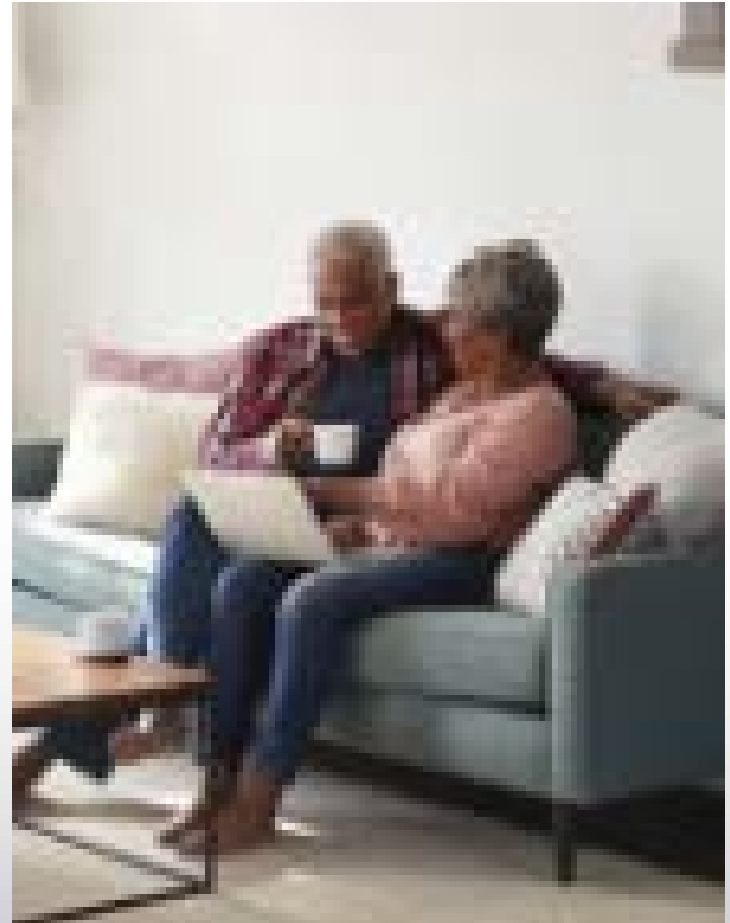


What's New for 2020

1. Optimizing Self-Response

- Internet (45%)
- Toll-free Number
- Paper

2. Re-engineering Address Canvassing (only about 30% done in the field)



What's New for 2020

3. Using high-quality data from trusted sources to reduce in-person follow up
4. More automation (field workers to use mobile devices)



What Do We Ask?

1. Address
2. Phone Number
3. Count of Each Person At That Address
4. Name
5. Gender
6. Age and Date of Birth
7. Race
8. Hispanic, Latino or Spanish Origin
9. Whether Someone Lives Somewhere Else
10. Relationship
11. Citizenship *



How It Will Work

Nearly every household will receive an invitation to participate from a postal worker or a census worker

 **95%** of households will receive their census invitation in the mail.



How It Will Work

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Private and Confidential

- Only aggregate data reported
- Prohibited by law from releasing personal information to any person or organization (USC, Title 13) *
- Life-time oath by all Census Bureau employees
- Penalties for wrongful disclosure: up to 5 years imprisonment and/or a fine of \$250,000



Working Together

Educate people about the 2020 Census and foster cooperation with enumerators

Encourage people to self-respond

Engage organizations to reach out to hard-to-count groups and those who aren't motivated to respond to the national campaign



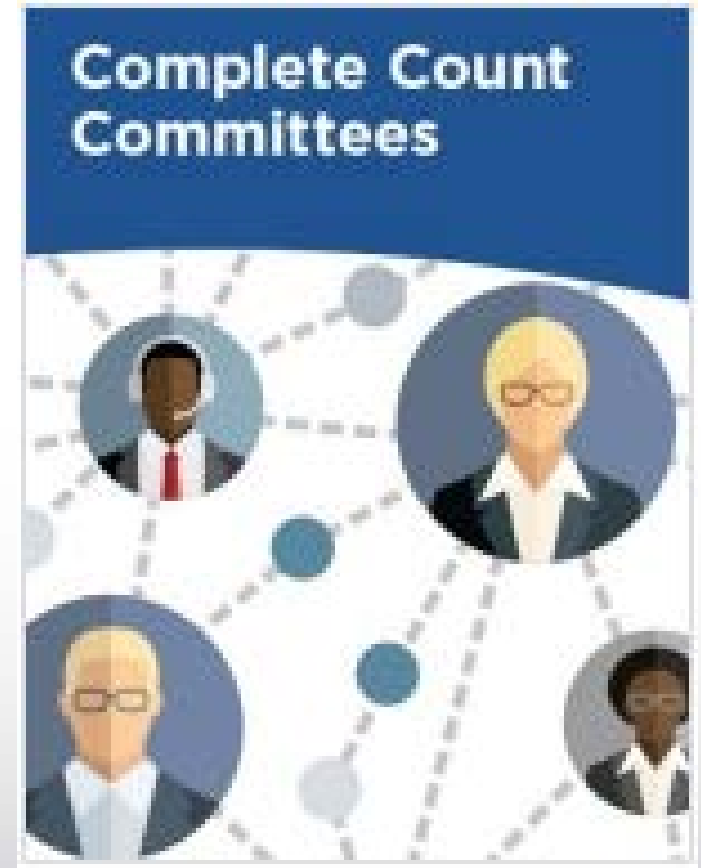
Hard-to-Count Populations

- Foreign-born/Immigrants
- Children younger than 5
- Seniors
- Homeless
- Migrant workers
- Renters
- Low internet access



Complete Count Committees

- Volunteer committees established by state, local or tribal governments
- Include community leaders and organizations
- Increase awareness and motivate residents to respond to the census



We're Hiring

- Five Area Census Offices in Washington
 - Seattle
 - Tacoma (opens July 2019)
 - Everett (opens July 2019)
 - Olympia (opens July 2019)
 - Spokane (opens July 2019)



What You Can Do

- Establish a Complete Count Committee
- Work to mobilize your community
- Develop a strategy and work plan
- Identify community areas that need special attention
- Recruit trusted voices in the community
- Build awareness

Thank You!

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U.S. Census Bureau

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