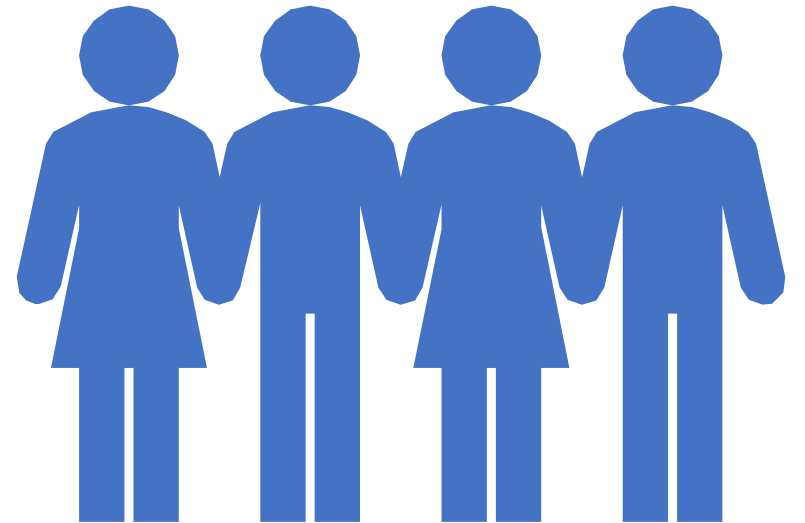


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Census Outreach



Why Does the Census Matter?

- Congressional apportionment—how many seats a state has in the U.S. House of Representatives
- Electoral College
- Redistricting
- Federal funds given to states for the next 10 years (\$1.5 trillion per year)
- Basis for most federal and other data surveys and reports, including ACS

Why are States investing?

- This is the first census where the internet is the primary option and there is concern about the digital divide, and residents concern about hacking
- The Census Bureau has fewer local offices and is behind in its hiring and training which can only be done on-line
- The Census Bureau was severely underfunded early on so it was not able to do a sufficient dress rehearsals and testing
- Distrust of government has sky rocketed. Trusted messengers are key but they need resources.
- The Census Bureau is doing outreach and advertising in fewer languages.

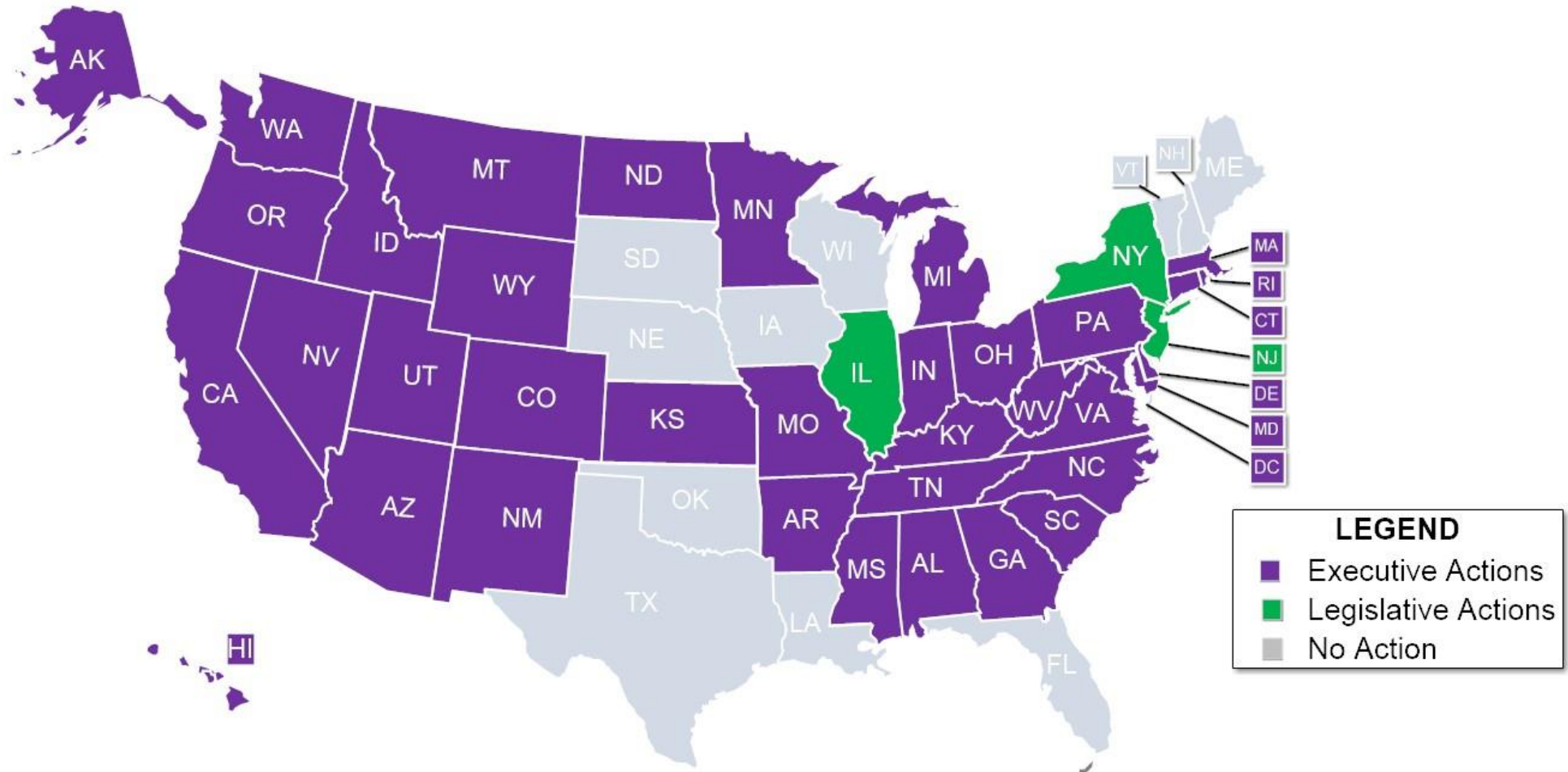
300+ Federal Spending Programs

- Medicaid Reimbursement and Medicare
- Title I Education for Local Education Agencies
- Highway/Transportation
- Community Development Block Grants
- TANF
- Special Aging Programs
- Rural programs
- Workforce Innovation and Opportunity Act
- Food Stamps, National School Lunch
- Housing Programs

State actions regarding the 2020 census

- **States with complete count committees/commissions (CCC)**
- **States with census funding**

States Complete Count Committees/Commissions (CCC)



States with Census outreach funding

- CA: \$187 million
- IL: \$30.5 million
- NY: \$20 million
- WA: \$16 million
- NJ: \$9 million
- OR: \$7.5 million
- CO, MD and NV: \$5 - 6 million
- GA, NM: and MN \$3 - 4 million
- AL, ND, UT, VA, WI : \$1-1.5 million
- HI: \$750,000
- AK: \$600,000
- RI and MI: \$500,000
- MT: \$100,000

In addition to CCC's, what are states doing?

- Using 3-1-1 hotline to educate residents about the census
- Directly or working in partnerships with foundations providing funding to service and outreach organizations who are trusted voices
- Setting up kiosks with tablets for public libraries and state agency clients to use to answer the census
- Distributing posters to public facing agencies and directing them to create outreach plans; paid ethnic media campaigns
- Engaging corporations, schools, libraries, hospitals and tribes
- Working with schools for outreach to parents and students

What other preparations are being made?

- State attorney generals are preparing to stop fraud. Civil rights groups are setting up census hotlines and attorney networks to reassure nervous households concerned about misuse of information.
- California's governor just signed bill to create census bill of rights to penalize impersonating a census worker.
- States are preparing to document census breakdowns in case of significant undercount.

What resources exist?

- There are over a dozen national groups with materials in many languages using tested messages. CensusCounts.org
- Census Counts campaign has a listserv for government officials and webinars on operations
- There are a plethora of toolkits – for cities/counties, for libraries, for faith based, for LGBTQ, for community service agencies, Native American and other People of Color
- There are census coalitions in a majority of the states that government officials can work with
- There is a national complete count committee to address the undercount of young kids Countallkids.org
- There are toolkits for local funders willing to support census by Funders Census Initiative
- There is a map by CUNY of hard to count
- There is federal program \$\$ data by GWU “counting for dollars” by state, with some information by metro/county by POGO

Thank you

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