What’s at Risk if Kansas Under Reports?
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Census Overview

- Article 1, Section 2 of the US Constitution
- Census Data are Used for:
  - Redistricting
  - Allocating Federal Funds
When is the Census?

- **Census Day is April 1, 2020.** Data collections will begin in March 2020 and continue through August 2020.
- Households will receive a letter with instructions for completing the census beginning in March 2020.
What is new for the 2020 Census?

How people can respond to the census:

- Online, using the internet or a smartphone
- Over the telephone, by calling the Census call center listed on the Census postcard
- Using a paper form
- By responding to a Census enumerator
Decennial Census Overview

The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code.
2. The Census Bureau will never share a respondents personal information with other government agencies.
3. Results from the census are reported in statistical format only.
4. Records are confidential for 72 years by law (Title 44, U.S. Code).
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of $250,000.
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
Why Does Census Data Matter?

• The U.S. Census Bureau is the leading source of information on people, places, and economy.
• The census provides data about our country’s population size and growth as well as detailed portraits of the changing characteristics of our communities.
• The Census Bureau was created to address language in the Constitution on America’s need to count its population.
Apportionment after 2010 Census
- Gained: Texas (4), Florida (2), Arizona (1), Georgia (1), Nevada (1), South Carolina (1), Utah (1), Washington (1)
- Lost: New York (2), Ohio (2), Illinois (1), Iowa (1), Louisiana (1), Massachusetts (1), Michigan (1), Missouri (1), New Jersey (1), Pennsylvania (1)

Projected Apportionment after 2020 Census
- Gained: Texas (3), Florida (2), Arizona (1), Colorado (1), North Carolina (1), Oregon (1)
- Lost: Alabama (1), Illinois (1), Michigan (1), Minnesota (1), New York (1), Ohio (1), Pennsylvania (1), Rhode Island (1), West Virginia (1)
The U.S. Census Bureau uses multiple surveys to collect data:

- Decennial Census – Every 10 years
- Other Surveys:
  - American Community Survey (annual)
  - Current Population Survey (annual)
  - Survey of Business Owners (every 5 years)
Why Does this Data Matter to You?

- Infrastructure & transportation planning
- Emergency preparedness, disaster relief, & resiliency planning
- Education planning & design of curricula
- Medical planning (public health tracking, disease control)
- Socioeconomic research on communities which can lead to grants
- Statistics & metrics used in journalism & news reporting
- Determining new markets & where to expand
- Location of retail outlets & logistics facilities
- Workforce development
Kansas received $6,054,507,586 from 55 large Federal spending programs in 2016:

- Medicaid, Medicare, & State Children’s Health Insurance Program (CHIP)
- Supplemental Nutritional Assistance Program (SNAP)
- Highway Planning & Construction
- Head Start
- CDBG Entitlement Grants
- Cooperative Extension Service

Approximately $2,082 per person

If one home is missed, your community could lose approximately $5,246.64 per year & $52,466.40 for 10 years

Link: https://gwipo.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_KS.pdf
Complete Count Committees
What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer committee comprised of trusted voices from the community to increase awareness about the 2020 Census and motivate their residents to respond by:

- **Educating** people about the 2020 Census & foster cooperation with enumerators
- **Encouraging** community partners to motivate people to self-respond
- **Engaging** grass roots organizations to reach out to Hard-to-Count (HTC) groups and those who aren’t motivated to respond to the national campaign
Potential Members of CCCs
Hard-to-Count (HTC) Populations

- Children under 5 years old
- 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
- Aging Population

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

- 80,000 Kansas Latinos
- 54,000 Kansas African Americans
- 26,000 Kansas children under age 5
Barriers to Census Participation

- Language barriers
- Mistrust in government
- Privacy/Cybersecurity concerns
- Physical barriers such as inaccessible multifamily units and gated communities
- Nontraditional living arrangements
- Lack of reliable broadband or internet access
Response Outreach Area Mapper (ROAM)

[Map of Kansas showing low response scores by 2016 Census Tract]

www.lkm.org

www.census.gov/roam
CCC Locator

www.census.gov/library/visualizations/interactive/2020-complete-count-committees.html
CENSUS JOBS NOW LIVE!

https://2020census.gov/jobs
What the League is Doing to Support Census Efforts

• Assistance with local organizing efforts
• Presentations at state-wide, regional, and local meetings
• Funding for social media advertising grants to cities
• Educational/Informational webinars on key census topics
• Coordination with state partnership specialists and the statewide Complete Count Committee
• Coordination with the State Data Center to ensure data records are as accurate as possible
League Census Direct Outreach
League Census Direct & Indirect Outreach
League Communication Support

- Assistance with media and messaging about the 2020 Census
- Downloadable graphics, fact sheets, FAQs, and social media content
- At least 12 social media messages and graphics for Instagram, Facebook, and Twitter
- Social media usage webinar in November
- At least 3 Kansas-specific census videos
- Utility billing messaging
- KansasCounts logos
- Informational articles that can be used in city/county/community newsletters or websites
- Personalized profiles for cities to help tell the story of how population data affects their local city
- Website (www.kansascounts.org) – source of 2020 Census information for the state of Kansas
KansasCounts Website

Welcome to the 2020 Census

Kansas Counts is a statewide effort aimed at increasing engagement, awareness, and participation in the 2020 Census. Kansas Counts provides the opportunity to ensure you, your community, and the state of Kansas counts. When you participate in the census you help create fair congressional representation for Kansans; obtain valuable information that leaders can use to plan for your community’s future; and increase resources for health, education, and other services. The accuracy of the census also directly affects the amount of federal funding received by Kansas, with every person counted meaning up to $603,990,400 in additional funding for the state over a 10-year period.

Ensure Your Community Counts

If 1% of the Kansas population is uncounted in the 2020 Census, the state of Kansas could miss receiving approximately $603,990,400 in federal funding over a 10-year period. Ensure you count, ensure your community counts, ensure Kansas Counts by participating in the 2020 Census!

www.kansascounts.org – source of 2020 Census information for the state of Kansas
Social Media Messages

www.KansasCounts.org
Logos

www.KansasCounts.org
Kansas & City Profiles

Census data matters to your community. If 1% of the Kansas population is uncounted in the 2020 Census, the state of Kansas could miss receiving approximately $30,990,400 in federal funding over a 10-year period.

FACTS ABOUT KANSAS (based on data from the U.S. Census Bureau)

COMMUNITY:
- Total Population (as of 2012): 2,903,820
- Population Change Since 2010: +50,702
- Median Age: 36.3

ECONOMY:
- Median Household Income: $55,477
- No. of Residents (age 16+) Employed: 2,264,633
- No. Employed in Health Care, Social Assistance, and Educational Services: 351,806
- Population Working Outside of City: 39.10%
- Average Commute Time to Work: 19.2 mins

EDUCATION:
- No. of School-age Children: 783,160
- Total Population Over Age 25: 1,886,741
  - Graduated High School (incl. GED): 494,849
  - Attained Some College, No Degree: 445,804
  - Attained Associates Degree: 156,529
  - Attained Bachelor's Degree: 389,007
  - Attained Graduate or Prof. Degree: 221,339

Ensure that you count, your community counts, and Kansas counts by completing your 2020 Census questionnaire online, by phone, or by mail.

www.kansascounts.org

Census data matters to your community. An under count in Abbyville means our community could miss out on approximately $35,595.80 in federal funding over a 10-year period for each household that is missed in the 2020 Census.

FACTS ABOUT ABBYVILLE (based on data from the U.S. Census Bureau)

COMMUNITY:
- Total Population (as of 2012): 79
- Population Change Since 2010: -8
- Median Age: 56.5

ECONOMY:
- Median Household Income: $43,125
- No. of Residents (age 16+) Employed: 68
- Number Employed in Health Care, Social Assistance, and Educational Services: 4
- Population Working Outside of City: 79.35%
- Average Commute Time to Work: 22.1 mins

EDUCATION:
- Number of School-age Children: 18
- Total Population Over 25 Years of Age: 61
  - Graduated High School (incl. GED): 24
  - Attained Some College, No Degree: 21
  - Attained Associates Degree: 8
  - Attained Bachelor's Degree: 4
  - Attained Graduate of Professional Degree: N/A

Ensure that you count, Abbyville counts, and Kansas counts by completing your 2020 Census questionnaire online, by phone, or by mail.

All data derived from the ACS 2011-2015 estimates.
League Statewide Advertising

In addition to providing funds to cities, the League plans to purchase radio, print, and digital media statewide to promote the 2020 Census.

The League will provide Kansas-specific Census articles to the Kansas Press Association for publication in newspapers statewide.
Next Steps

- Join or Form a Local CCC
- ID Census POC/Census Champions
- Follow us on Social Media

Complete Count in Kansas
Census Bureau Tools

COMMUNITY OUTREACH TOOLKIT

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

United States Census Bureau

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think! Here’s a quick refresher of what it is and why it’s essential that everyone is counted.

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

It’s about fair representation.

Every 10 years, the results of the census are used to allocate the House of Representatives and nearly $675 billion in federal funds to state and local governments.

It’s in the Constitution.

The U.S. Constitution requires a census every 10 years. The census counts the entire country and everyone living here. The first census was in 1790.

It means $675 billion.

Census data determine how more than $675 billion is spent, supporting everything from infrastructure to neighborhood programs.

It’s about redistricting.

After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Taking part is your civic duty.

Completing the census is required. It’s a way to participate in our democracy and help your community’s vital programs.

2020 Census Complete Count Committee Guide

United States Census Bureau

Statistics in Schools
Economic Development Census Resources

Tools:
- **Small Business Builder** (Small Business Edition)
- **Census Business Builder** (Regional Analyst Edition)

Key Features:
- Easy to use menus and search tools to select the location you’d like to research and nearly all types of businesses
- Interactive maps to browse and download data about the selected area and type of businesses
- Customizable dashboard that includes time series and geographic comparison charts
- Interactive and downloadable report (including charts) that can be easily incorporated into your research
- Optimized for smartphones or tablets

https://www.census.gov/data/data-tools/cbb.html
Educational Census Resources

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources

www.census.gov/schools/
Additional Tools & Resources


State Data Center (SDC) Clearinghouse: https://sdcclearinghouse.com/ready-for-2020-census/

Kansas Census Complete Count: https://www.kansascounts.org

Kansas State Data Center (SDC): http://www.ipsr.ku.edu/ksdata/census/2020/
# Census Contacts

## 2020 Census Contact Information

### U.S. Census Bureau Contacts

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Follow us on Social Media

Twitter: @KansasCounts
Facebook: #Kansas Counts
Instagram: #kansascounts
Pinterest: kansascounts

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