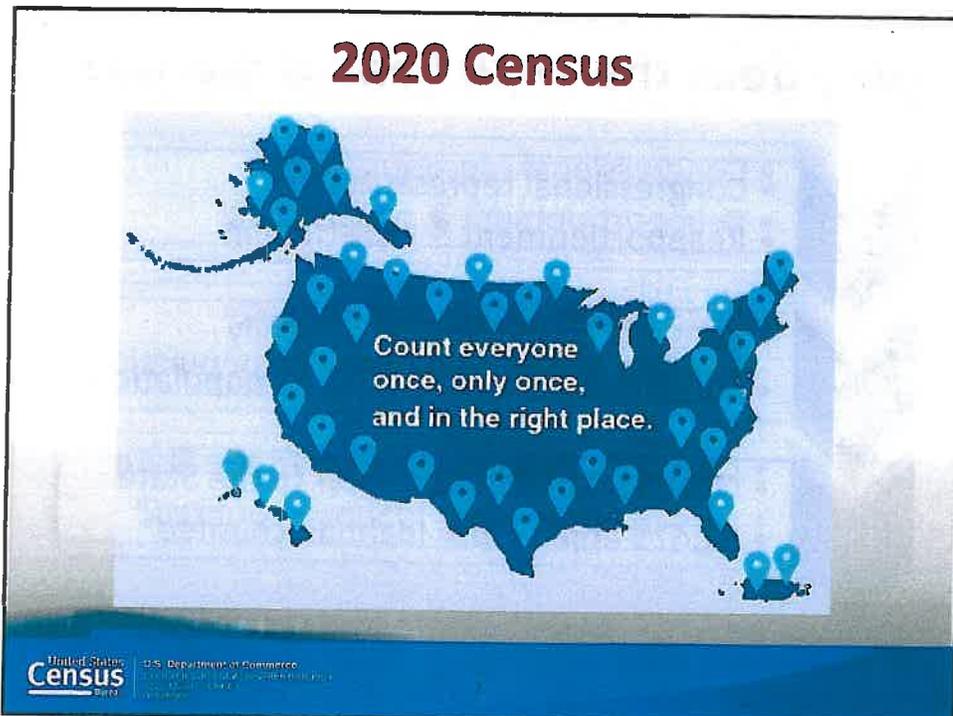


1



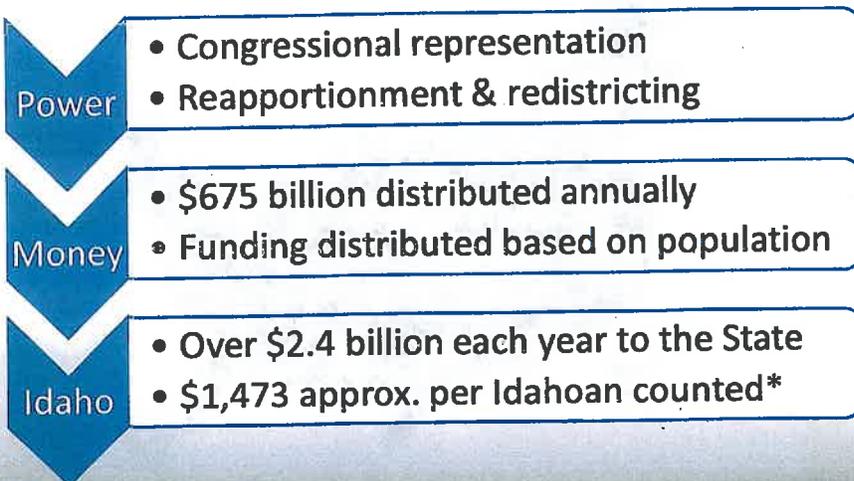
2

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

3

Why does the 2020 Census matter?



4

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)

United States
Census
2020

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20566
www.census.gov

5

Goals for the 2020 Census

- Maintain Quality
- Reduce Costs
- Four Areas of Innovation
 - Efficiency in Building an Address List
 - Easier Ways to Respond
 - Better Use of Information We Already Have
 - More Efficient Field Operations

United States
Census
2020

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20566
www.census.gov

6

New Ability to Self Respond Starting March 23, 2020



Internet



Phone



Paper Form

Phone in to request form



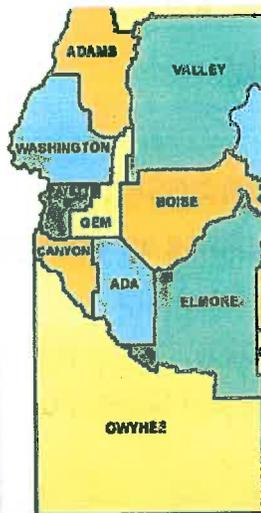
In-person

United States
Census
BUREAU

U.S. Department of Commerce
Economic and Statistics Administration
2019 Census Bureau

7

Impact SW Idaho



United States
Census
BUREAU

U.S. Department of Commerce
Economic and Statistics Administration
2019 Census Bureau

8

Impact to REGION

75 - 80%
Region Census Mail Participation Rate in 2010

27,700 - 34,600 Residents
Requiring follow-up by Census enumerator in 2010



9

Impact to Community

31,500+
Estimated net undercount in 2020 based on 2010 Census

\$1,473*
Potential per person Federal funds available

\$460+ Million
Amount of Money Stand to lose over the next decade



10

Hard-to-Count Populations

Racial and ethnic minorities	Lower income	Persons who do not speak English fluently
LGBT	Undocumented immigrants	Children under 5
People experiencing homelessness	Tribal members	Rural Communities





11

How can we work together to ensure a complete count in 2020?





12

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 SE and SW Idaho's diverse stakeholders to deliver tried and tested messages



United States
Census
2020

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20004-6001
202-278-7272

13

Recruiting

- Recruiting Information for All Positions

- www.census.gov/fieldjobs

*\$13-16/hr * 20 hrs week 50/mile*

- www.usajobs.gov

- www.2020census.gov/jobs

- 1-888-658-5564 (RCC recruiting hotline)

Contact Partnership Specialist to attend recruitment events in your area.

United States
Census
2020

U.S. Department of Commerce
Economic and Statistics Administration
1600 L Street, NE
Washington, DC 20004-6001
202-278-7272

14

Community Partnership and Engagement Program (CPEP)

Enroll community partners to increase participation in the 2020 Census of those who are less likely to respond or are often missed.

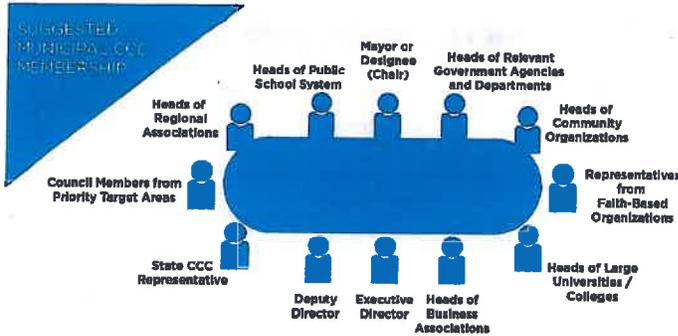
- **Educate** people about the 2020 Census and foster cooperation with enumerators
- **Encourage** community partners to motivate people to self-respond
- **Engage** grass roots organizations to reach out to hard to count groups and those who aren't motivated to respond to the national campaign

Complete Count Committees

- Background and Structure of Complete Count Committees (CCCs)
- 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.
- Committee members are experts in the following areas:
 - Government
 - Media
 - Workforce development
 - Business
 - *Education
 - *Community Organizations
 - *Faith-Based Community
 - *Other, Based on Needs

Complete Count Committees

Suggested CCC Membership



**Partnership Specialist is advisor and Census liaison to Municipal CCC's*

Timeline – Key Communications

■ The 2020 Census Phases

- Education Phase – 2018-2019
- Awareness Phase – April 2019
- Motivation Phase – March – May 2020
- Reminder Phase – May – July 2020
- Thank You Phase – Starts July 2020

- Local governments and community leaders throughout Idaho participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate

Questions?

Jeff Merrick
Partnership Specialist – Idaho
(208) 863-5676
Jeffrey.L.merrick@2020census.gov



U.S. Department of Commerce
Economic and Statistics Administration
2020 Census

19

References

Hard to Count Tracts:
<https://www.census.gov/roam>

Population:
<https://www.census.gov/quickfacts>

Potential per person federal funds available:
George Washington University Study



U.S. Department of Commerce
Economic and Statistics Administration
2020 Census

20