Importance of the 2020 Census in Utah

Utah Library Association
May 16, 2019

Presenter: Mallory Bateman, State Data Center Coordinator/Research Analyst
Kem C. Gardner Policy Institute, University of Utah
What is the State Data Center?

Partnership between the Census Bureau and all 50 states, District of Columbia, and island areas

Mission:
Empower data users with understandable, accurate and timely information through the mutually beneficial partnership between the State Data Centers and the census Bureau

Source: U.S. Census Bureau, Population Division
Some decennial Census basics

Census 2020
What You Need To Know

Available at https://gardner.utah.edu/demographics/2020-census/

Source: U.S. Census Bureau, Population Division
What is included

- Age
- Citizenship
- Hispanic origin
- Race
- Relationship
- Sex
- Tenure (owner/renter)

Operational questions
- Total number of people in the household
- Was there anyone living in the house April 1, 2020 that was not included?
- Phone number
- Name of each person in household
- Usual place of residence

Source: 2020 Census Proposed Questionnaire
Why the Census is important

APPORPTIONMENT

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Source: U.S. Census Bureau, Population Division
Why the Census is important

An accurate census count is vital to obtain federal funding for:

- Economic Development
- Public Health
- Education
- Political Power
- Housing
- Research

Source: U.S. Census Bureau, Population Division
Funding Impacts

• In Utah, the total obligation from 55 census-guided programs was **$5.7 billion**.
• This results in **per capita funding of $1,866** and about **27%** of the state budget.

• Through analysis of FMAP-guided programs, a **1% undercount of Utah's 2010 Census count** would result in **$14.7 million fewer dollars** for Medicaid, Children’s Health Insurance Program, Foster Care, Adoption Assistance, and the Child Care and Development Fund in FY 2015.

Source: GW Institute of Public Policy, Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds Report #5 and Report #2
Why the Census is important

Source: U.S. Census Bureau, Population Division
Utah’s Million Milestones

Sources: Utah Population Estimates Committee; Kem C. Gardner Policy Institute
Utah Population Pyramid: 1960, 2015, & 2065

Note: The top age group for 1960 is 85+
Sources: U.S. Census Bureau, Utah Population Committee, Kem C. Gardner Policy Institute State and County Projections, 2015-2065

Source: U.S. Census Bureau, Population Division
Minority Share of the Population

Sources: U.S. Census Bureau, Gibson and Jung (2002), Perlich (2002), Kem C. Gardner Policy Institute

Source: U.S. Census Bureau, Population Division

Kem C. Gardner Policy Institute

DAVID ECCLES SCHOOL OF BUSINESS  UNIVERSITY OF UTAH
Hard to Count Populations

In Utah, Hard to Count areas are typically:
• Near college or university campuses or
• In urban areas
• More diverse than the state – having higher shares of Hispanic or Latino populations
• Higher shares of the population in or near poverty
• More renters than homeowners
Shape your future
START HERE

United States Census 2020

Presenter: Margarita Satini, Partnership Specialist, United States Census Bureau
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.
APPORTIONMENT

OFFICIAL RESULTS 2010

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Counting for Dollars 2020
The Role of the Decennial Census in the Geographic Distribution of Federal Funds

UTAH
In FY2016, Utah received $5,694,470,987 through 55 federal spending programs guided by data derived from the 2010 Census.

The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs ($883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance—such as direct payments to individuals, grants, loans, and loan guarantees—to non-federal entities within the U.S. — such as individuals and families, state and local governments, companies, and nonprofits — in order to fulfill a public purpose.

- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.

- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived data to geographically allocate...
1,322,255 square miles (34% of total US)
868 counties (almost 1/3 of all in US)
4,622 cities/towns
Largest geographic Census Bureau Region
WHO?
Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?
The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.
Ways to Respond

2020 Census Offers More Choices
- Internet
- Phone
- Paper
- In-Person

Self Response Available Until July 24, 2020
Challenges

- Geography/Rural
- Internet connection
- Privacy concerns
- Hard to Count Populations (Children under 5, College Students, language barriers)
Key Communications Phases

The 2020 Census Phases

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

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

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

- Now – 2019
- April 2018
- January–Feb 2019
- Aug – Oct 2019
- Jan–Aug-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- July 24, 2020
- August 2020
- December 31, 2020

- In-Office Address Canvass
- Regional Census Center Opens
- Early Area Census Offices Open *
- Address Canvassing – select areas
- Area Census Offices Open *
- Group Quarters Start
- Self Response Starts
- CENSUS DAY
- Non-Response Follow-Up Starts
- Self Response Ends
- Data Collection Complete
- Counts Delivered to the President
Partner Tools From census.gov

**COMMUNITY OUTREACH TOOLKIT**
A quick start guide to tailoring outreach efforts for the people you serve.

**EVERYONE COUNTS.**
United States Census

**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 everyone living in the U.S. and in the right place.

- **It's in the Constitution.**
  - The U.S. Constitution requires a census every 10 years. The census counts the entire population and determines how many seats each state gets.

- **It means $675 billion.**
  - Census data determines how more than $675 billion are spent on programs at the national, state, county and community levels.

- **It's about redistricting.**
  - Census data determines the boundaries of congressional and state legislative districts, which impact political power.

- **Taking part is your civic duty.**
  - Completing the census is required. It’s a way to ensure your community and state are represented.

https://www.census.gov/programs-surveys/sis.html

https://www.census.gov/partners/toolkit.pdf
Follow us on Social Media – spread the word

Hyperlinks here for you

- [Facebook](#)
- [LinkedIn](#)
- [Twitter](#) @uscensusbureau
- [Instagram](#)
- [#2020Census](#)
The Role of Libraries in the 2020 Census

Juan Tomás Lee
Wasatch County Library
Census Efforts: National & State

United States Census 2020

UTAH CENSUS 2020
Overview

**Shape Your Future**
US Census Bureau
https://youtu.be/LXJz7ZfzAuM

**2020 Census: What You Need to Know**
Kem C. Gardner Policy Institute
https://vimeo.com/300836922
Census Day: April 1, 2020

Am I Required to Respond to the Census?
If you live in the United States on April 1, 2020, you are required by law to complete the census.

Ways to Respond to the Census
- Online
- By phone
- By mail

Special Circumstances
- People who live in more than one place
- People who are moving on Census Day
- People who are born or die on Census Day
- People experiencing homelessness

Source: https://2020census.gov/en
Census Questions

- How many people are living or staying at your home on April 1, 2020
- Whether the home is owned or rented
- About the sex of each person in the household
- About the age of each person in the household
- About the race of each person in the household
- About whether a person in the household is of Hispanic, Latino, or Spanish origin
- About the relationship of each person in the household to one central person
- About the citizenship status of each person

Source: https://2020census.gov/en
Benefits to the Community

Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

Local government officials use the census to ensure public safety and plan new schools and hospitals.

Businesses use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.

Real estate developers and city planners use the census to plan new homes and improve neighborhoods.

Source: https://www.census.gov/partners/2020.html
What does it mean to Utah?

Counting for Dollars 2020
The Role of the Decennial Census in the Geographic Distribution of Federal Funds

UTAH

In FY2016, Utah received

$5,694,470,987

to guide federal spending programs

guided by data derived from the 2010 Census.

Source: George Washington Institute of Public Policy
https://gwipp.gwu.edu/sites/g/files/zaxats2181/f/downloads/IPP-1819-3%20CountingforDollars_UT.pdf
What can you do?

“I don’t think the census has any impact on my life.”
This person isn’t sure what census does, how its data affects them, and why their participation matters.

“I don’t feel comfortable sharing my information.”
This person is concerned about data privacy or having their information used by other federal agencies.

“I have trouble completing census forms.”
This person may not be a native English speaker and find census forms confusing.

“I don’t have time to fill out the census.”
This person is very busy and assumes the census will be time-consuming and cumbersome.

Source: https://www.census.gov/partners/2020.html
Confidentiality

Your census responses are safe and secure.
The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.
By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.

There are no exceptions.
The law requires the Census Bureau to keep everyone’s information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual’s responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It’s your choice: you can respond securely online, by mail, or by phone.
You will have the option of responding online, by mail, or by phone. Households that don’t respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.
The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.
At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau’s data protection and privacy program at www.census.gov/privacy.

Source: https://www.census.gov/partners/2020-materials.html
2020 Census Jobs

Enumerators

Utah will need about 4,700 people
(1,700 in Salt Lake County alone)

Source: https://2020census.gov/en/jobs
Questions?
Concerns?
Ideas?

Juan Tomás Lee
Wasatch County Library