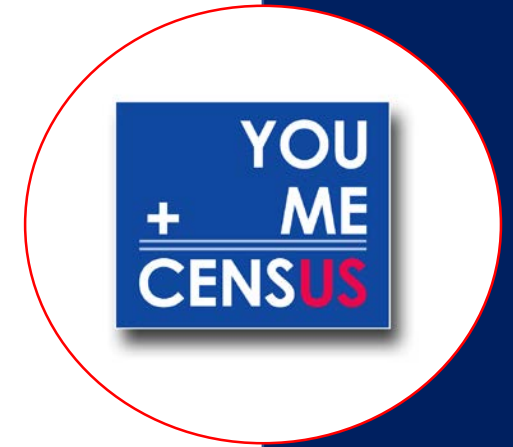


2020 Census: CURRENT SITUATION AND PHILANTHROPIC RESPONSE



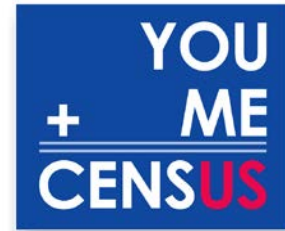
Gary D. Bass
Bauman Foundation

How the Census is Used

- Distribution of roughly \$700 billion in federal funds;
- Implement, monitor and enforce civil rights laws in areas such as education, housing, workplace and criminal justice;
- Provide evidence in litigation ranging from *Brown v. Board of Education* to voting rights and redistricting;
- Conduct research on social and economic issues;
- Determine service delivery needs at the federal, state and local level, such as services to children and the elderly;
- Guide business decisions, such as where to break ground, whom to hire, and how to attract customers;
- Shape federal statistics (e.g., BLS);
- Reapportion seats in the U.S. House of Representatives & Electoral College; and
- Establish the boundaries of congressional districts, state legislative districts, school districts, and locate voting precincts.

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I. About the Census



Why this Census is Different From Past Ones

- **Funding:** Holding costs at or below the 2010 census
- **Moving from Paper to Online:** Digital divide; confidentiality; and cybersecurity
- **Political Realities:** DACA, deportations, registries, lack of trust in government
- **New Proposals:** Adding citizenship/immigrant status question; make ACS voluntary
- **Impact on Undercounts:** Communities of color, young children, and rural areas
- **Census Bureau Leadership:** There is no permanent Director

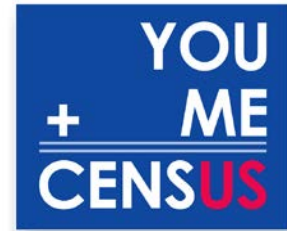


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Net Undercounts

**In 2010, 300.7 million people lived in housing units.
Some groups are overcounted (+ in table); some undercounted (- in table). Bold indicates significance.**

	1990	2000	2010
U.S. TOTAL	-1.61%	+0.49%	+0.01%
White	-0.68%	+1.13%	+0.84%
Black	-4.57%	-1.84%	-2.07%
Hispanic	-4.99%	-0.71%	-1.54%
Asian	-2.36%	0.75%	-0.08%
Native Hawaiian & Other Pacific Islander	-2.35%	-2.12%	-1.34%
American Indian on Reservation	-12.22%	-0.88%	-4.88%
American Indian off Reservation	-0.68%	-0.62%	+1.95%
Young Children (under age 5)*	-3.7%	-3.8%	-4.6%

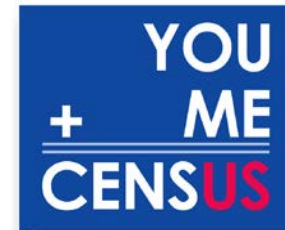


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Sources: Thomas Mule, "Census Coverage Measurement Estimation Report," U.S. Census Bureau DSSD 2010 Census Coverage Measurement Series #2010-G-01, May 22, 2012, Table 7 at https://www.census.gov/coverage_measurement/pdfs/g01.pdf and William P. O'Hare, *The Undercount of Young Children in the U.S. Decennial Census*, 2015, Springer, Table 4.1.

* The estimates for young children are from the Demographic Analysis (DA) method and statistical significance is not measured.

Philanthropy's Plan of Action

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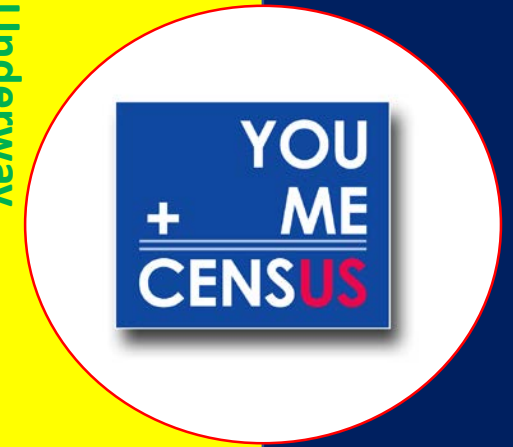
1. Policy Improvements: Advocating for policy improvements to the ACS and decennial census to ensure adequate federal funding and sound strategic decision making by the federal government

2. Expanding the Base of Census Stakeholders:

Leveraging the profile of the foundations in this collaborative to highlight the importance of the ACS and decennial census, and bring other supporters (e.g., foundations, businesses and state and local elected officials) to the table

3. Get Out The Count: Supporting outreach and public education to improve compliance with response rates for the decennial 2020 census, particularly within hard to reach communities

Underway



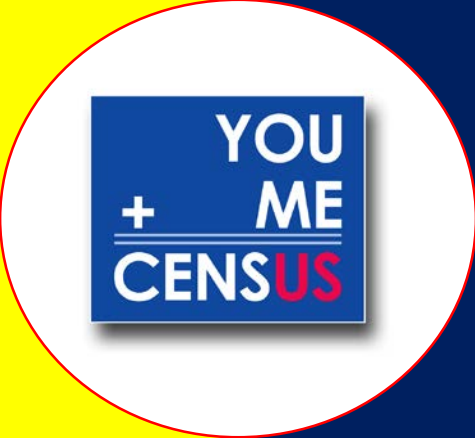
Just Starting



Implement the Plan of Action – Phase 1

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Core Groups

Research

- Hard-to-Reach Map
- Distribution of Fed Funds
- Undercount Research
- Influencer Project

Communications

- Opinion research
- Ethnic media education
- Mainstream media briefings

Field

- California
- New York
- North Carolina
- Ohio
- Pennsylvania
- Virginia

Outreach

- Funder
- Business & Tech
- State/Local Govt Groups
- Faith-Based

General Initiative Activities

- Census Counts Campaign
- Evaluation
- New Venture Fund
- Freedman Consulting

Get Out The Count Campaign

- Developing culturally resonant messages
- Create a network of expert national “hub” organizations
- Encourage and assist in completion of census
- Develop and conduct a media plan to support the GOTC campaign
- Use technologies and analytics to identify and assist in completion of the census
- Create a rapid response team and network

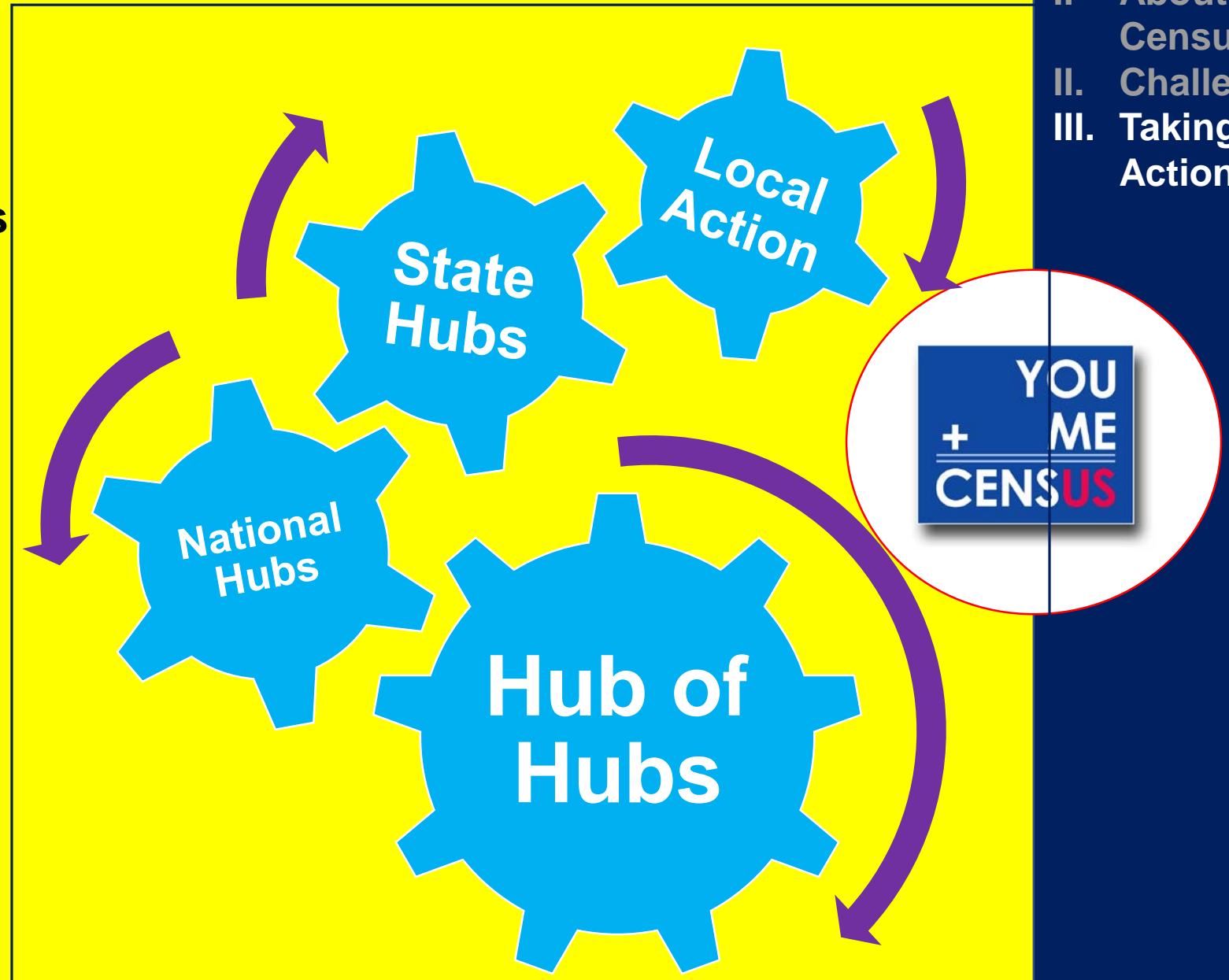


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Hard to Count Map

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Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

Search by Congressional district or state legislative district

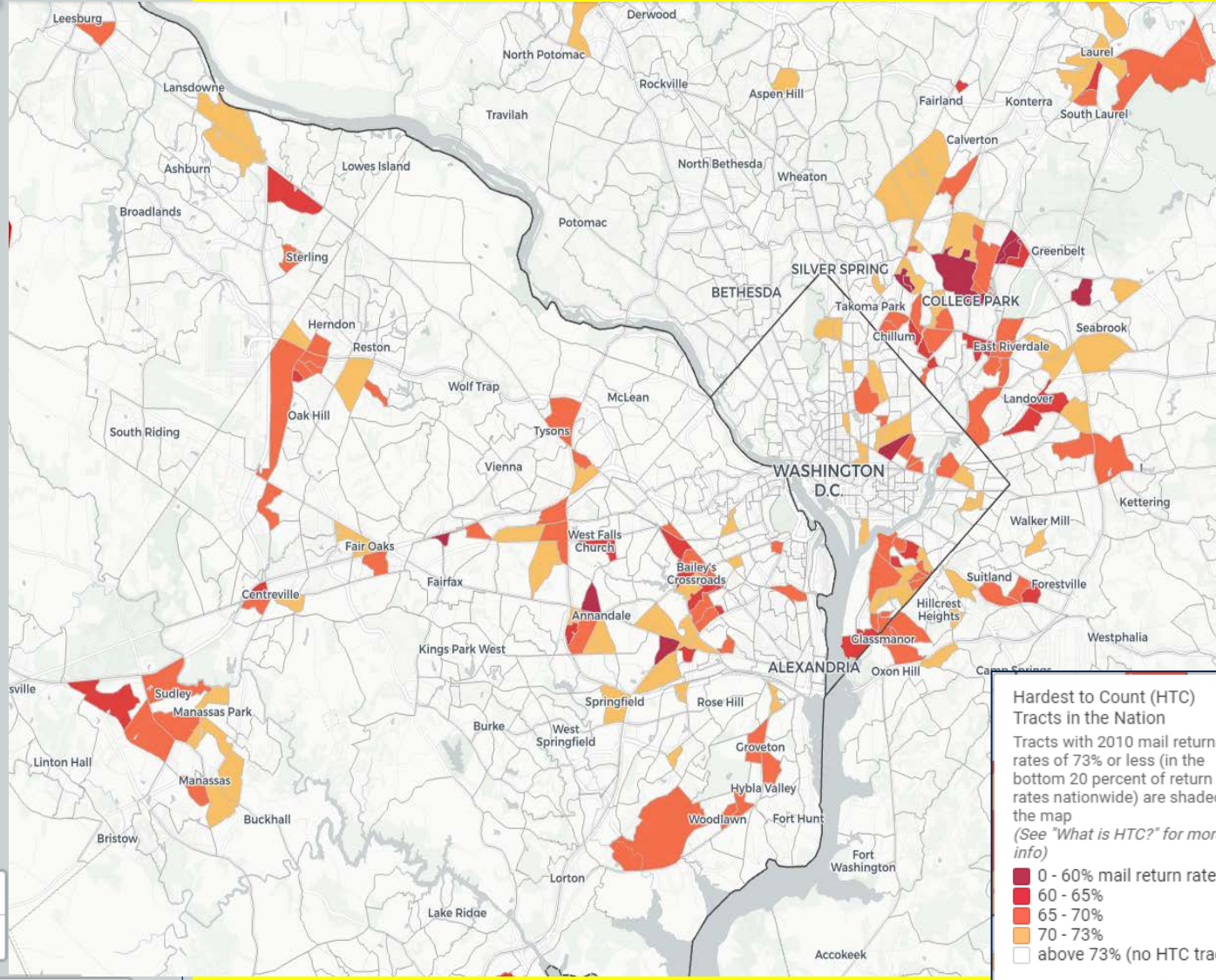
- You can zoom to any district in the country and the map will highlight the hard-to-count tracts within the district and show how much of the district's population lives in hard-to-count neighborhoods.

Enhance your educational campaign supporting an adequate Census budget

- When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.

Zoom in on any tract in the nation to see its hard-to-count profile

- The map color-shades the hardest-to-count tracts in the country. You can click on or tap any tract (or search by address) to find out important population information, such as:
 - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract **may require more costly in-person follow up** by the Census Bureau in 2020); and
 - How much of the tract is populated by groups that are **at risk of being undercounted**, such as children under 5, households with poor Internet access, recent immigrants, and more.



+
 -
 BASE MAP
 SATELLITE
 labels

<http://www.censushardtocompmaps2020.us/>

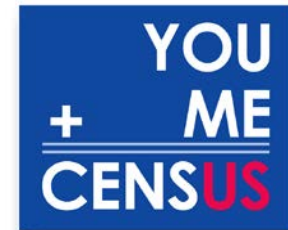
Hardest to Count (HTC) Tracts in the Nation
 Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map (See "What is HTC?" for more info)
 ■ 0 - 60% mail return rate
 ■ 60 - 65%
 ■ 65 - 70%
 ■ 70 - 73%
 □ above 73% (no HTC tracts)
 ■ Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable
 OFF Population in HTC tracts

Distribution of Federal Funds

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16 Federal Programs	FY 2015 Obligations
Medical Assistance Program (Medicaid)	\$311,975,766,352
Supplemental Nutrition Assistance Program (SNAP)	\$69,489,854,016
Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	\$64,176,725,988
Highway Planning and Construction	\$38,331,904,422
Section 8 Housing Choice Vouchers	\$19,087,549,000
Title I Grants to Local Education Agencies (LEAs)	\$13,859,180,910
National School Lunch Program	\$11,560,852,485
Special Education Grants (IDEA)	\$11,233,112,681
State Children's Health Insurance Program (S-CHIP)	\$11,089,152,000
Section 8 Housing Assistance Payments Program (Project-based)	\$9,238,092,008
Head Start/Early Head Start	\$8,259,130,975
Supplemental Nutrition Program for Women, Infants, and Children (WIC)	\$6,347,680,031
Foster Care (Title IV-E)	\$4,635,733,000
Health Center Program	\$4,181,407,055
Low Income Home Energy Assistance (LIHEAP)	\$3,370,228,288
Child Care and Development Fund – Entitlement	\$2,858,660,000
Total	\$589,695,029,211
DC SHARE	\$3,080,946,536
MARYLAND SHARE	\$10,940,423,817
VIRGINIA SHARE	\$10,182,105,724



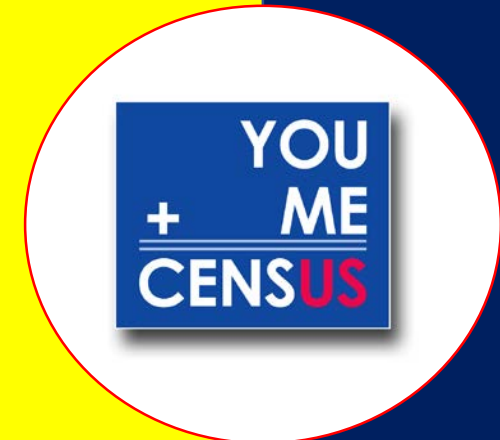
Source: Andrew Reamer, "Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds," Aug, 2017, at <https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>.

Local Update of Census Addresses (LUCA) Pilot

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Low Visibility Housing in the San Francisco Bay Area





What COG Can Do

- 1. Provide input on the census citizenship question**
- 2. Create one or more census counts committees**
 - a. Bring government, business, philanthropy, and community groups together by DMV and/or locally
 - b. Develop a Get Out The Count plan
- 3. Assess whether a LUCA community-based address canvassing would be helpful**
 - a. Low cost way to improve the Master Address Files when the count occurs
- 4. Funding to engage on the census**
 - a. Huge return on investment

