



2020 Census: What You Need to Know and Do Now



2020 Census: What's at Stake for San Marcos

City of San Marcos, City Council

January 15, 2019

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U.S. Census Bureau

Agenda

- Greetings
- Census Overview
- Timeline of Activities
- Complete Count Committee Basics
- Determining Local Resource Needs
- Critical Next Steps and Q&A

Census Overview

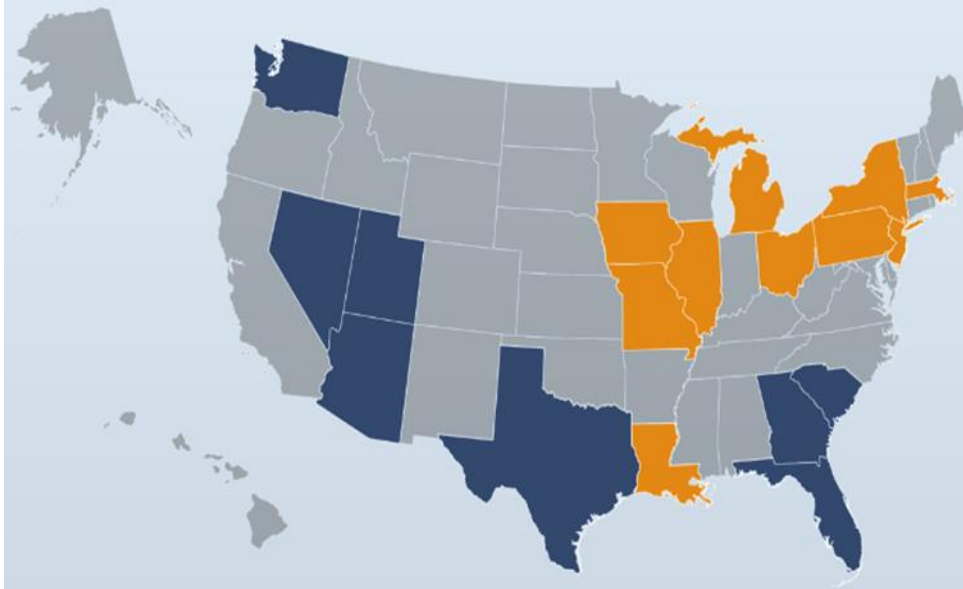
Why we do a census:

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

2010
OFFICIAL RESULTS



GAINED

Arizona +1
Florida +2
Georgia +1
Nevada +1
South Carolina +1
Texas +4
Utah +1
Washington +1

LOST

Illinois -1
Iowa -1
Louisiana -1
Massachusetts -1
Michigan -1
Missouri -1
New Jersey -1
New York -2
Ohio -2
Pennsylvania -1

Counting For Dollars

Texas receives over \$43 billion dollars per year based on Decennial Census data.

The per capita allocation is \$1,578.

Counting for Dollars link:

<https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>

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Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

Texas

Total Program Obligations: \$43,334,650,874
Per Capita: \$1,578 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$21,731,712,107
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$5,265,414,124
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$4,548,698,536
20.205	Highway Planning and Construction	DOT	Grants	States	\$3,633,437,152
10.555	National School Lunch Program	USDA	Grants	States	\$1,394,918,358
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$1,321,089,793
93.767	State Children's Health Insurance Program (SCHIP)	HHS	Grants	States	\$1,068,727,000
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$1,045,825,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$984,945,560
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$678,806,882
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$534,860,939
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$330,585,412
93.527/93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$245,890,848
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$221,754,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$210,415,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$117,570,163

Key Data Collection Dates

- Nov – 2019
- April 2018
- January-Feb 2019
- Aug – Oct 2019
- Jan-Aug-2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 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
- Data Collection Complete
- Counts Delivered to President

What is a Complete Count Committee

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.

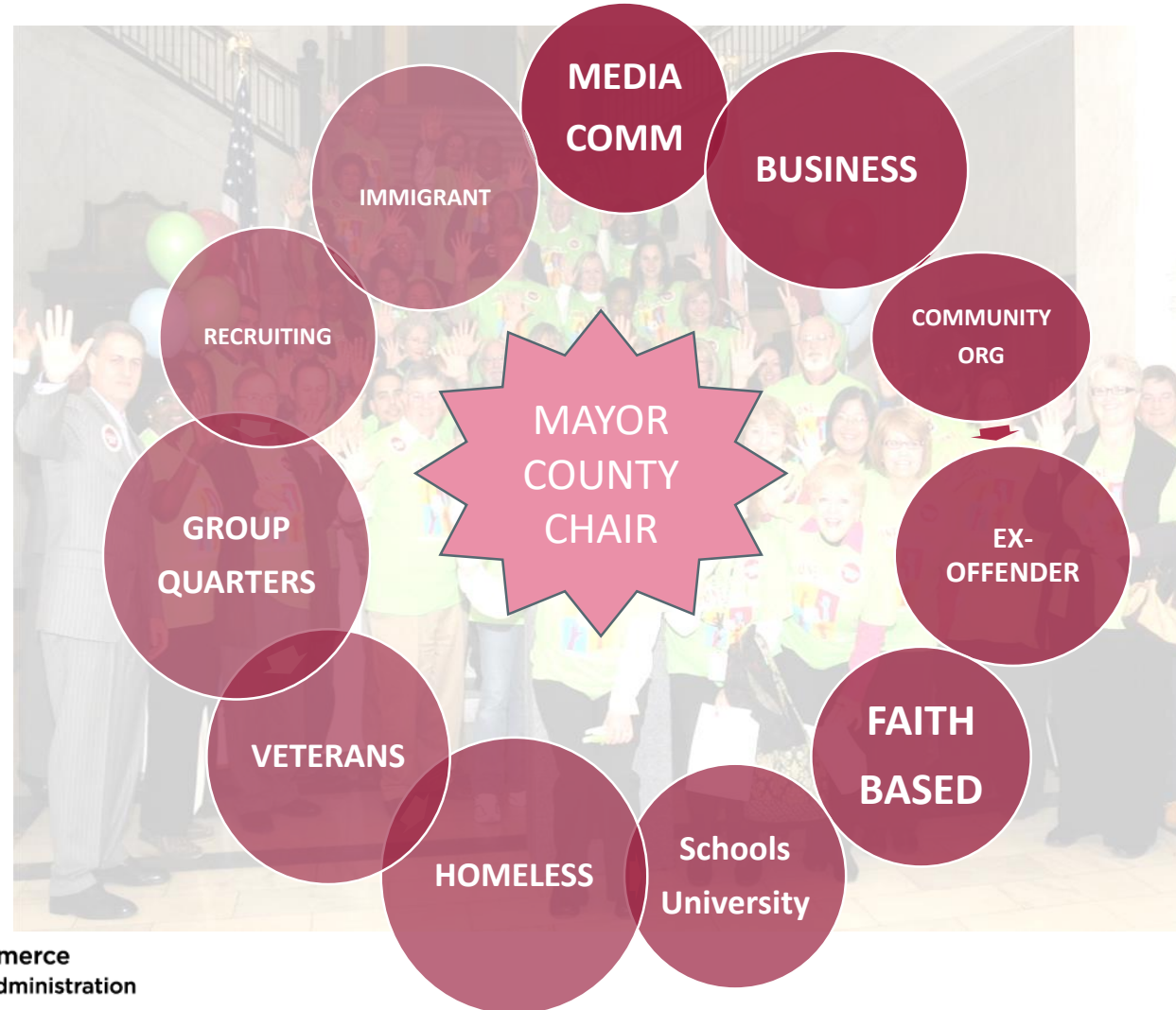


Structure of a Complete Count Committee

The mayor/HEO appoints the members of the CCC based on their ability to:

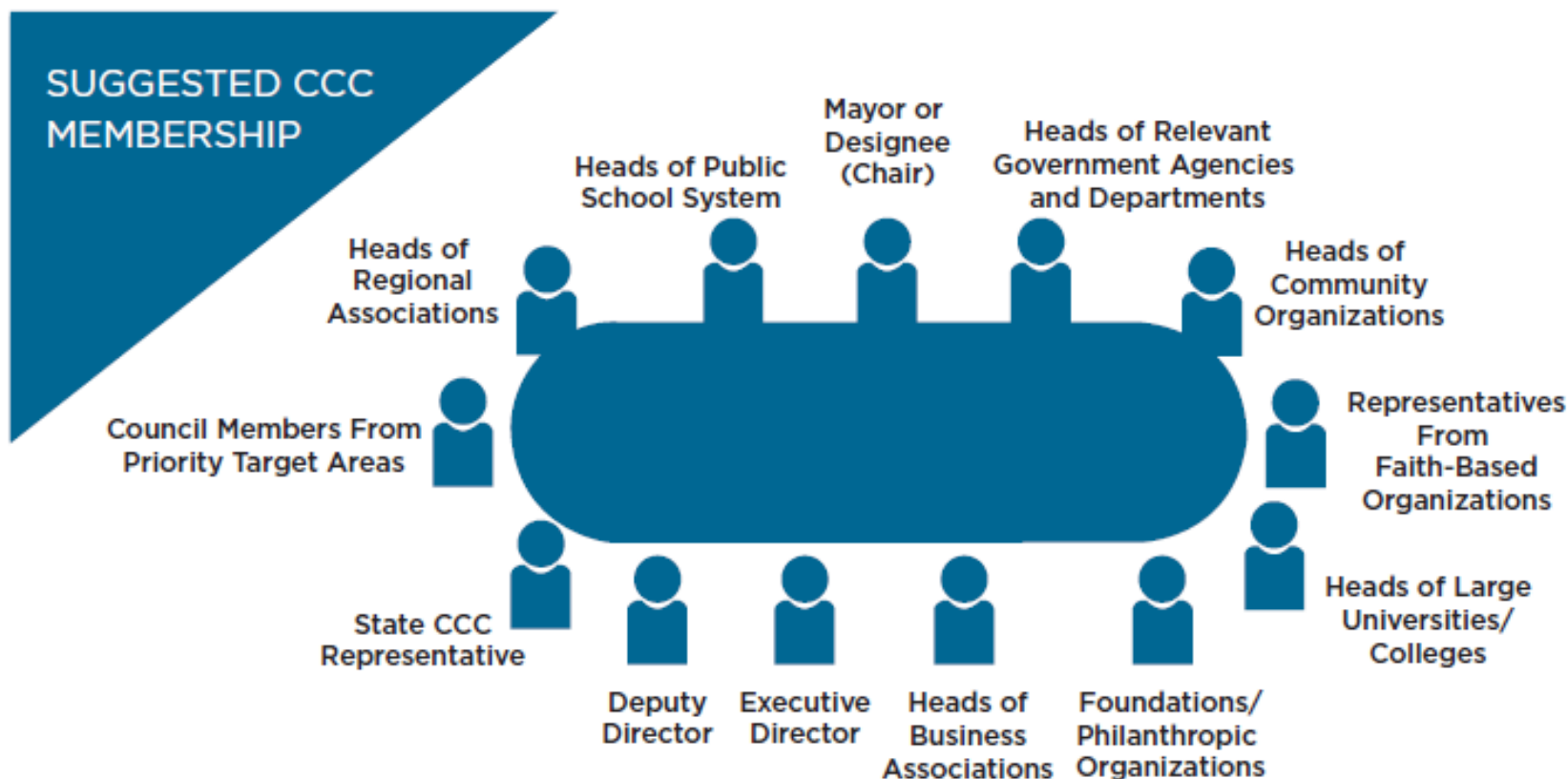
- Communicate to HTC
- Bring Resources to the table
- Approve initiatives
- Influence
- Allocate sufficient time
- Represent all races/ethnicities in a non-partisan manner
- Create coalitions

Complete Count Committee Formation



Complete Count Committee Membership

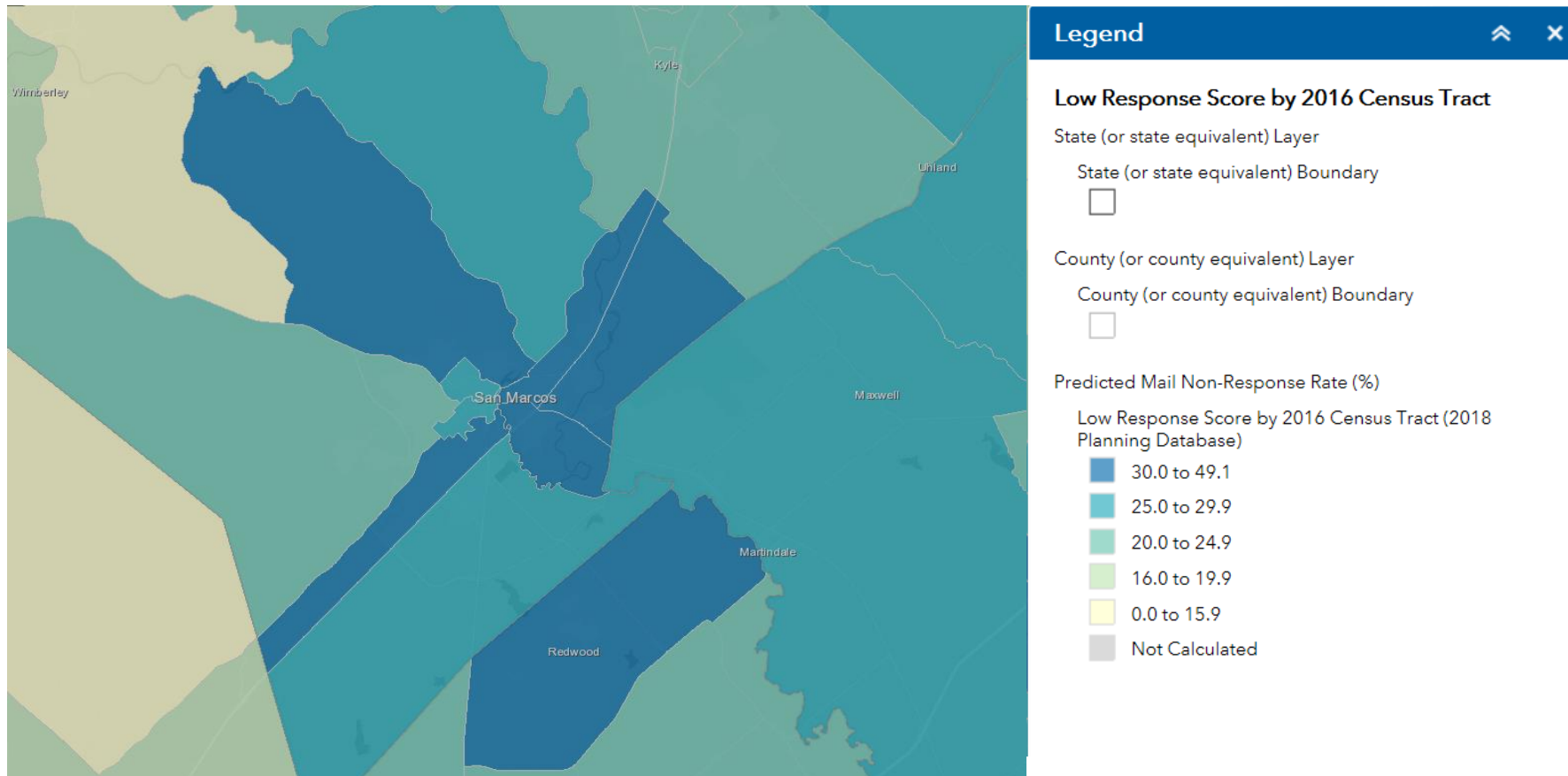
Suggested CCC Membership



*Partnership Specialist is advisor and Census Bureau liaison to Municipal CCCs

Response Outreach Area Mapper (ROAM)

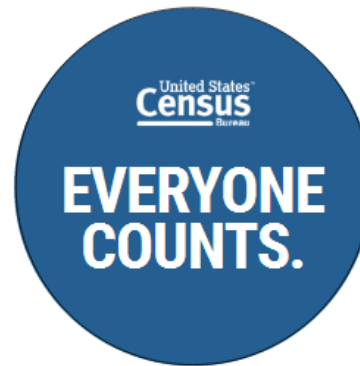
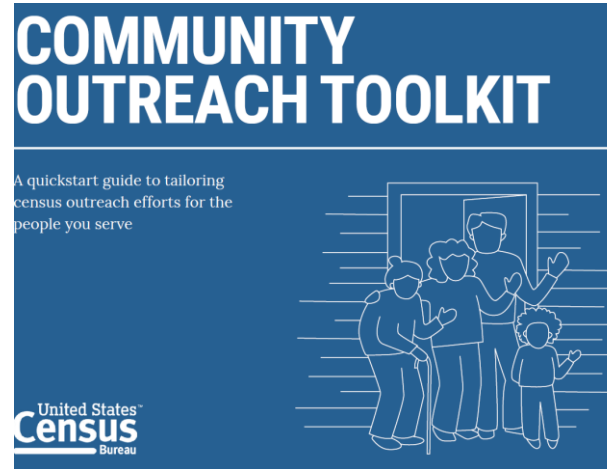
census.gov/roam



CCC TOOLS



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



Critical Steps/What's Next



Photo courtesy of Sue Cutsforth, Omaha-Council Bluffs Metropolitan Area Planning Agency

2018

- September 7 Census JOBS go LIVE.

2019

- Local governments determine the structure and establish CCCs.
 - Resolution scheduled for February 19 CC Agenda
- CCCs receive 2020 Census training.
- CCCs develop strategy and work plan.
- CCCs begin community organization mobilization.
- August-October Address Canvassing begins

2020

- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.
- April 1, 2020 – CENSUS DAY
- CCCs urge households who do not respond to cooperate.
- CCCs thank the community for their participation in the 2020 Census.

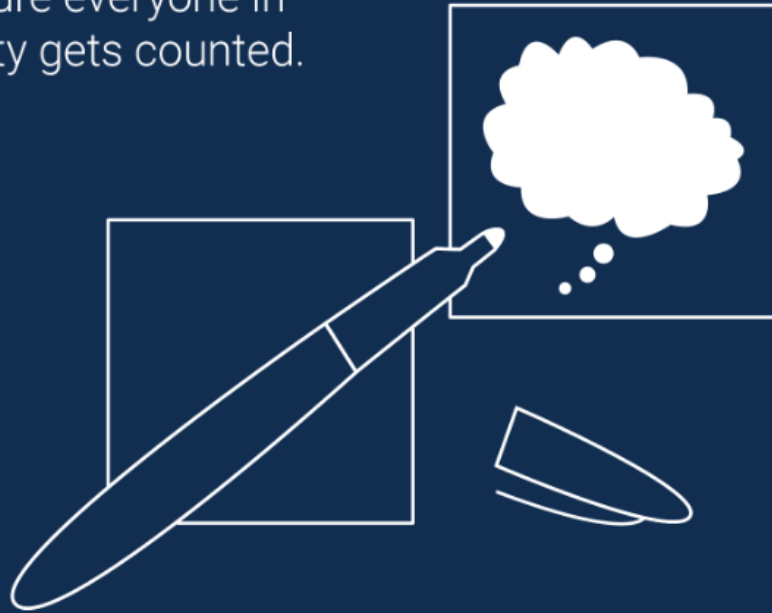
CENSUS JOBS NOW LIVE!

<https://2020census.gov/jobs>



You can help.

You are the expert—
we need your ideas on the best
way to make sure everyone in
your community gets counted.



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