



Census 2020 Elevator Pitch

Population estimates collected through the decennial Census are not only used to determine federal, state, and local districts but are also used to distribute over \$6 billion in federal funds annually in Kansas. Census data directly impacts the funding your city or county will receive over the next decade. Additionally, the Census provides the most reliable and complete data for research, decision-making, and planning for both the public and private sectors.

Government, major community stakeholders, and businesses use Census data for infrastructure and transportation planning; emergency preparedness, disaster relief, and resiliency planning; education planning and design of curricula; medical planning including public health tracking and disease control; socioeconomic research on communities which can lead to grants; statistics and metrics used in journalism and news reporting; determining new markets and where to expand businesses; location of retail outlets and logistics facilities; and workforce development to name just a few.

For each household missed in Kansas we lose approximately \$52,466.40 per home over a 10-year period. What could this mean to your community? It's important to organize your community now to prepare for the 2020 Census – form or join a Complete Count Committee.

Census 2020 Talking Points

- 1) Census numbers are used to distribute over **6 billion dollars** in federal funds every year.
- 2) Every **uncounted person costs** the state of Kansas around **\$2,000 in federal funding**.
- 3) Census data is used to determine federal, state, and local **voting districts**.
- 4) **Government, businesses** and other stakeholders use census data for **infrastructure** and transportation planning; **emergency** preparedness, **disaster** relief, **education** funding, health tracking and **disease control**, and a multitude of other things.
 - a. Businesses and government agencies consider population trends when choosing places to locate, which in turn boosts economic growth.
- 5) As it's only a **once-every-10-years process**, it's crucial to get the count right or states that are undercounted will be shortchanged for a decade.