

# What You Need to Know for the 2020 Census in Kansas:

# ORGANIZING Kansas Communities: A Local Action Guide



State Data Center

<https://ipsr.ku.edu/sdc/>

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## 2020 Census Contact Information

### U.S. Census Bureau Contacts

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Emily Kelley	<a href="mailto:emily.c.kelley@2020census.gov">emily.c.kelley@2020census.gov</a>
Steve Hale	<a href="mailto:steven.c.hale@2020census.gov">steven.c.hale@2020census.gov</a>
Alan Organ	<a href="mailto:alan.e.organ@2020census.gov">alan.e.organ@2020census.gov</a>
Caress Adams	<a href="mailto:dezenne.adams@2020census.gov">dezenne.adams@2020census.gov</a>
Carlos Urquilla Diaz	<a href="mailto:carlos.urquilla.diaz@2020census.gov">carlos.urquilla.diaz@2020census.gov</a>

### Kansas Census Contacts

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#### Kansas Department of Commerce

Patty Clark	<a href="mailto:Patty.Clark@ks.gov">Patty.Clark@ks.gov</a>
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#### Kansas League of Municipalities

Wendi Stark	<a href="mailto:census@lkm.org">census@lkm.org</a>
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#### Kansas Census State Data Center

Xan Wedel	<a href="mailto:KansasSDC@ku.edu">KansasSDC@ku.edu</a>
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Updated June 2019

This guide is largely based on the  
US Census's *Complete Count Committee Guide*, (D-1280),  
the National League of Cities *Municipal Action Guide*, and  
Minnesota's *Organizing Complete Count Committees*

# Organizing Your Kansas Complete Count Committee: An Introduction

*The CCC is open and inclusive, speaks the languages of all the communities within it, and builds trust by encouraging neighbor-to-neighbor awareness of the importance of an accurate census count.*

It only takes one person to initiate a local effort to maximize 2020 census participation - one committed individual at the local government level who understands how important a complete and accurate count is to their community, region and state.

That person may be you.

This doesn't mean one person should take on the whole job of census turnout themselves, the idea is to give you the tools to convince others to join you in the effort. A successful complete count committee involves a number of people, organizations and businesses from every part of the community.

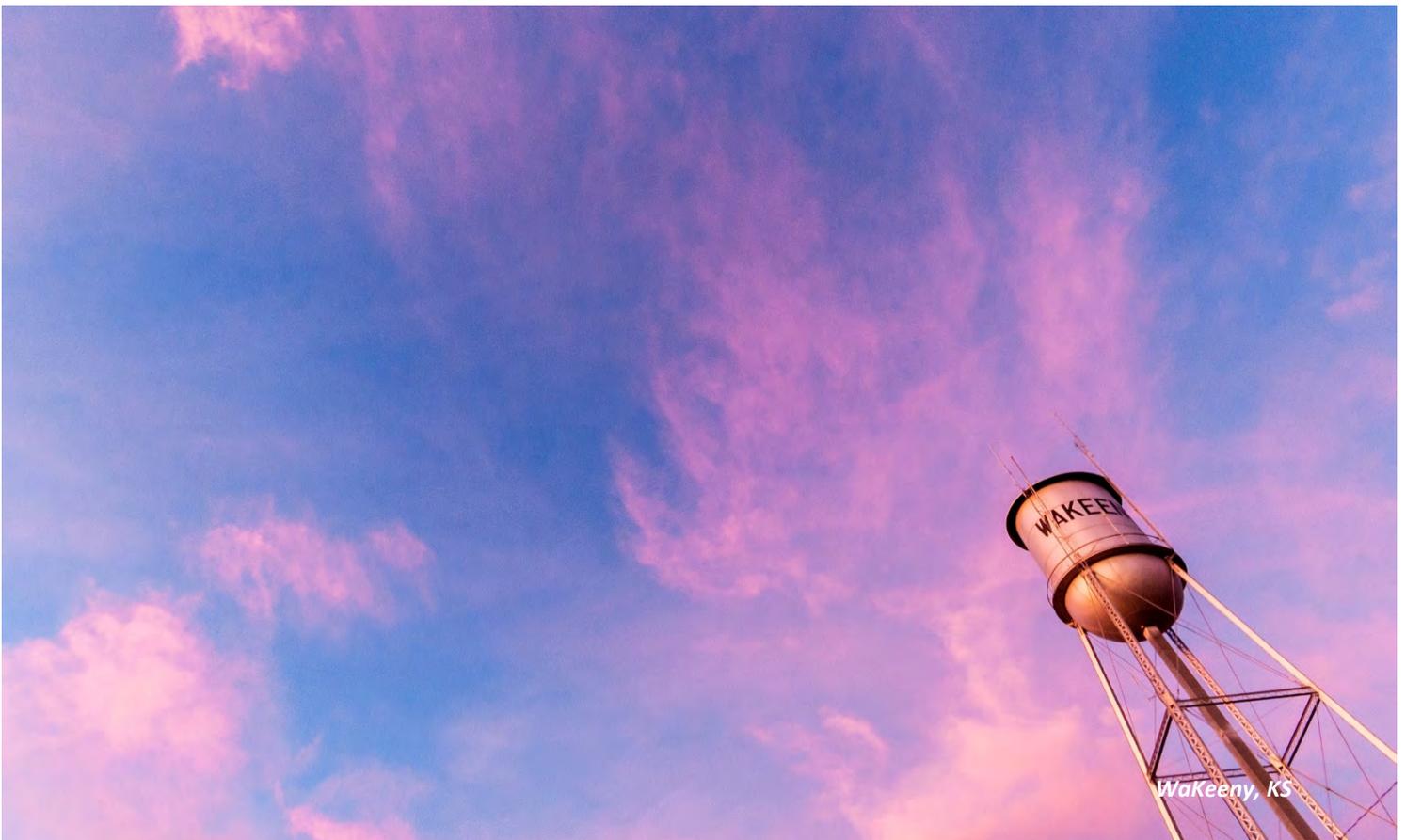
The focus of this guide is for local governments to begin the process of getting CCCs up and running in their communities. The details of grassroots organizing - while vital to your ultimate success - are outside the scope of this guide but will be revisited at a time when the people you recruit to join your efforts can take advantage of them.

The 2020 Census cycle marks the first time that Kansas will form a state complete count committee. We'll help your community organize, as well as gather and share the work that is being done in other parts of the state.

While CCCs are a new for some Kansas communities, for many this will seem familiar territory. Any successful campaign for any purpose - whether it's a business venture, a charitable drive or even a political campaign - involves the basic techniques of community engagement that we'll present here. They all share the characteristic of a broad spectrum of involvement and a well-designed and executed plan of action.

Your CCC outreach plan is not a static document. It summarizes a process that a community can return to as needed in moving towards the goal. It's often necessary to review and make adjustments as needed.

**Finally, this guide is not a recipe book - Think of it more like a menu.** Choose what works for you and your county, city or neighborhood, and add new ideas that will help in your efforts.



# What Is A Complete Count Committee (CCC)?

## How Does a Complete Count Committee Work?

The Census Bureau needs help to count everyone. They require the assistance of partners—individuals, groups, and organizations across the nation that help them build awareness about the census, why it is important, and encourage their community to participate. One way to accomplish this is through Complete Count Committees.

## What Is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census, and motivate residents in the community to respond. The committees work best when they include a cross section of community representatives from government agencies, education, business, religious organizations, and the media. The CCC is charged with developing and implementing a plan designed to target the unique characteristics of their community.

Complete Count Committees (CCCs) come in different types and sizes, depending on how they are organized and where they are located. The following table gives you an idea of the types and sizes that are most common.

Type of CCC	Responsible Body	Size	Location
State	State government	Large	Statewide
Local	Local government (Regional, County, City, Town)	Large, Medium, or Small	Urban, Rural, or Suburban
Community	Community organization/leader	Large, Medium, or Small	Urban, Rural, or Suburban



*Independence, KS*

**Government-sponsored CCCs** may have a state, regional, or local focus, and operate within the jurisdiction of their highest elected official(s). Local government CCCs may include more than one jurisdiction.

**Community-sponsored CCCs** may be organized by a community group or a coalition of community groups. A CCC may also be assumed by or assigned to an existing committee or group such as a city planning board, a regional planning commission, or a local community committee.

Once the CCC members have been identified, chairpersons may wish to divide the members into subcommittees based on the activities that the committee plans to undertake. For example, a media subcommittee may be formed to identify local officials and other persons of influence to record public service announcements (PSAs) and appear on local television and radio shows about the census. See the Subcommittees section on page 12.

**CCCs are a team:**

- Charged with influencing members of their community to complete the 2020 Census questionnaire in a timely and accurate manner.
- Of community members that will lead their community in the promotion of a 2020 Census awareness campaign from now until census follow-ups are completed in 2020.

## Why Form a Complete Count Committee?

A Complete Count Committee should be formed to:

- Increase the response rate for residents mailing back their questionnaire through a focused, structured, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.
- Develop ways to reach the “Hard-to-Count” (HTC) residents.
- Build trust of the 2020 Census among their stakeholders.
- Implement outreach strategies in her/his own community or organization.
- Tracking and reporting progress and efforts.
- Recruit other members to support the CCC.
- Convene community meetings.

The CCC makes sure each resident is aware of the importance of an accurate census count.





## How Do You Organize a Complete Count Committee?

There are three types of complete count committees - state government-sponsored, local government-sponsored, or community-sponsored. Knowing the differences between committee types will help determine how to form your Complete Count Committee.

### State Government CCCs

Kansas' governor appoints individuals to serve as members of the Kansas Complete Count Committee. The Kansas Department of Commerce will provide support, as feasible, given existing resources to support the mission and activities of the committee. The KS CCC will promote and advertise the 2020 Census, respond to questions and concerns about the census, focus available resources on hard-to-count areas and populations, and ensure the highest participate rate possible.

### Examples of State CCC Strategies

Kansas didn't have a statewide CCC in previous censuses, but a number of other states did, and we can look to them for best practices. Here are some suggested strategies that worked well for them:

- Develop an action plan.
- Set clear, achievable goals and objectives.
- Identify targets (populations or areas) for outreach through—
  - **direct community outreach**—touching as many people as possible through fairs, sports events, festivals, parades, etc.
  - **strategic partnerships** with counties, schools, state agencies, and community-based groups.
  - **Coordinate activities with local CCCs** throughout the state.
- Develop a state 2020 Census Web site with links to the Census Bureau Web site. Kansas' site can be found at [www.kansascommerce.gov/about-us/census/](http://www.kansascommerce.gov/about-us/census/).
- Create promotional materials and items.
- Create events in key areas where none exist.
- Coordinate messaging and motivate response.

### Local or Tribal Government CCCs

Local Complete Count Committees are formed by the highest elected official in that jurisdiction, such as a mayor, county commissioner, or tribal leader. The highest elected official may appoint a chair of the CCC and appoint residents of the community to serve as members of the CCC.

Appointed members could be comprised of a cross section of the community, be willing and able to serve until the census is over and help implement a creative outreach campaign in potentially challenging areas in 2020. Members could include persons from the areas of education, media, business, religion, and community groups.

Most local government CCCs are small to medium size depending on the jurisdiction. A small town may have a small committee with only 3–5 members. A larger community's CCC may be medium to large size, with anywhere from 10 to over 100 members, depending on the size of the city. Some cities may be part of a county CCC.

Both county and regional CCCs, since they cover a larger geography, tend to be larger in size with 20–50 members. The size and number of members depends on what works best for each community and what will make the most effective and successful committee. Mayors, county commissioners, and heads of regional boards understand the importance of a complete and accurate census count as well as how census data impacts their communities. In previous censuses, experience has shown that local government CCCs are more productive with a subcommittee structure and is covered in more detail under "What is the subcommittee structure of a Complete Count Committee?"

### Examples of Local CCC Strategies

- Develop an action plan.
- Set clear, achievable goals and objectives.
- Allocate/obtain funds for the CCC and assign a staff person to work with the committee.
- Identify areas that may need extra efforts, either a geographic area or a population group that may be

### Hard-to-Count (HTC).

- Use a “grassroots” approach working with community-based organizations and groups who have direct contact with HTC households.
- Create promotional materials and products customized for your area.
- Implement special activities – Census Day or “Be Counted” events.
- Build awareness of the census and its benefits. Motivate response through social media, newsletters, and other communications.

### Sample Activities of Local CCCs

#### 2019

- Develop a list of barriers or concerns that might impede the progress of the 2020 Census in your area, such as recent immigrants, non-English speaking groups, aging residents, and gated communities. Explore ways/activities to engage them.
- Use the facts. Dispel myths and alleviate fears about the privacy and confidentiality of census data.
- Use social media. Start Facebook and Twitter accounts. Follow local people and businesses as it seems useful to help build followers.
- Place census messages in water bills, property tax bills, and other correspondence generated by the jurisdiction.
- Develop and implement activities to involve local government employees in a 2020 Census awareness campaign.
- Encourage corporations and local businesses to become official sponsors of your census activities.
- Sponsor a census booth at county fairs, carnivals, and festivals, (especially cultural or ethnic celebrations.)
- Have census information available during voter registration drives.



### January–March 2020

- Sponsor a contest to design a sticker or poster promoting the 2020 Census in your area
- Have census banners, posters, and other signage placed in highly visible public locations.
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, and your local jurisdiction’s web and social media sites.
- Add a census message to all meetings, events, correspondence and social media.
- Provide information on federally funded programs that have benefited the community.
- Plan a major promotional event around the mailout of census questionnaires.
- Saturate public access areas with easy-to-read and understandable census information customized for your community.
- Ask elected officials to encourage residents to complete and return questionnaires immediately.
- Place a census message on all municipal marquees urging residents to complete and return their questionnaires.
- Canvass areas where the census return rate has been historically low, or in areas where residents may not have filled out a census form before, i.e., students.

### April 2020

- Place public service announcements in local and social media encouraging residents to cooperate with census workers.

### Community CCCs

Community Complete Count Committees are often formed in areas that do not have a government CCC or areas that may require a more targeted approach. Community CCCs may be formed by a community groups/organization or a coalition of several organizations.

For example, an organization in a predominantly elderly community may want to form a community CCC in order to build awareness among that population and encourage them to respond when questionnaires are delivered. A tenant’s association may form a committee to educate tenants about the census and help those needing assistance in completing their questionnaire. Community CCCs identify their own chair and committee members and may choose residents who are influential leaders or gatekeepers in the community to serve as members or others that will help accomplish the goals of the committee. Community CCCs are usually small to medium in size with anywhere from 5 to 25 members depending on the sponsoring organization(s) and the size of the community it represents.

Community CCCs may or may not have a subcommittee structure, some feel it provides focus for effective work.

## Examples of Community Complete Count Committee Strategies

A number of organizations formed community Complete Count Committees for the 2010 Census. Here are some suggested strategies that worked for them:

- Set clear, achievable goals and objectives.
- Identify what your committee will focus on. Some examples include: increasing the response rate in public housing communities among cultural/ethnic groups in your area or among students in colleges/ universities, outreach and promotion to youth or elderly in the community, or a global approach if there are no other CCCs in the area.
- Develop an action plan that will include activities, events, etc., which will support your efforts and help you meet your goals and objectives.
- Create promotional materials that appeal to your focus areas, if resources are available.
- Implement special events that will generate interest and participation in the census.
- Canvass areas that had low census form return rates in the 2010 census.
- Set up a booth and/or leaflet high volume gathering spots such as grocery stores and shopping centers.
- Encourage local businesses to help distribute census reminders to their customers.

## Sample Activities of Community CCCs 2019

- Make a list of community-based organizations. Hold a meeting with leaders of the organizations and solicit their help in creating a census awareness campaign targeted for community residents.
- Check the community calendar in your area for events. Contact event organizers to see if you can have a census table or pass out census materials to increase awareness.
- Plan and solicit sponsors for fun events that can draw people in between now and Census Day. Think of creative games or activities where census information can be incorporated.

- Develop a 2019 Census Activity Calendar, ask organizations to choose a month in which they will sponsor census activities or promote census awareness.
- Ask organizations to include a census article or message in all of their publications from November 2019 to August 2020.

## January through March 2020

- Encourage organizations to include 2020 Census on the agenda of their meetings, workshops, or conferences.
- Distribute/post fliers announcing the delivery of the census questionnaire at busy locations in the community.
- Check with your census contact person about assistance available in your community.
- Encourage schools to use the Census Bureau's Statistics in Schools curriculum and include a unit on census education, with take-home census reminders.

## April 2020

- Encourage residents to complete and mail back their census questionnaires.
- Plan a Census Day event to motivate community response.
- Check with your census contact person about response rates for your community. If rates are low, plan special events or activities to motivate residents to respond.
- Remind residents if they don't mail back their questionnaire a census worker may come to their home. Encourage residents to cooperate with census workers.

## May 2020

- Continue to encourage community residents to cooperate with census workers.
- Evaluate what worked best for your community and report this information to your census liaison. Celebrate your success and thank all those involved in making it happen.



*Example of Complete Count Committee Composition*

# Writing a CCC Outreach Plan: An Overview

## Identify the Leadership Team

A core team of leaders from as wide a cross-section of your community as possible will give your CCC insight and access to those with influence in their sphere of expertise or involvement. Together, the leadership team sets the goals, develops the strategy, and guides the deployment of the outreach plan.

**Consider forming subcommittees** tasked with exploring ways to divvy up the work and to engage people based on their skills and areas of interest.

The people who lead the Complete Count Committee will give it inspiration, drive, and momentum. They will set the groundwork for a long-term reform strategy. This is a task that requires committed people, but it must start with a core team. In some communities a core team of leaders is already in place. In others, the current team may be one or two concerned citizens. Whatever exists in your community, the most important qualification for membership is the interest in making sure everyone is counted in the 2020 Census.

Perhaps the best way to identify possible CCC members is to look at who has a stake in the census. Since census numbers guide the distribution of

federal funds, elected officials are keen to make sure their constituents are receiving their fair share of state and federal funds. In addition, local governments want to ensure they are receiving the proper amount of federal and state funding to provide essential services to their community. An accurate census also gives local **business people** insights for marketing and location. Census data is also used for congressional apportionment and drawing political boundaries, drawing interest from a broad spectrum of the community because districts of equal population are foundation of a fair and just democracy.

**Be inclusive, not exclusive.** Avoid cliques, in-groups, or resorting only to the 'usual bunch.' Welcome new people and bring in as many new perspectives as possible.

**Work at working together.** The complete count committee will be most effective if the leadership team really is a "team." A broad coalition of people working together can be challenging at times. It's important that everyone is patient and gives genuine consideration to the views of others. Make some time for some fun and socializing with picnics, potlucks or whatever works in your community. A team that likes each other will do a great job together. Consider facilitating a Census Solutions Workshop to identify HTC populations and areas of concern as well as learn each other's strategies to obtaining a complete count. This will also allow members to identify and recognize each other's strengths.

## Example of possible candidates for your CCC leadership team

### Local government

- Mayor/City Council members
- County Board members
- Township officials
- City/County clerks
- City/County Planners/GIS staff
- Legislators

### Education

- School board members
- PTA/PTO
- Superintendents/administrators
- Teachers/education associations
- Students/student government
- Vocational/technical educators
- Higher education professionals
- Adult education or literacy groups
- School guidance counselors
- Dormitory residence advisors

### Media

- Newspapers
- Television
- Radio
- Social Media

### Business/Labor

- Retailers
- CEOs/executives
- Human resources staff
- Community affairs staff
- Corporate foundations
- Chambers of Commerce
- Other business organizations
- Organized labor leadership/labor organizers

### Community

- Library leaders
- Community-based organizations-
- Religious groups/leaders
- Social service/health agencies
- Child-care providers
- Foundations
- Volunteer groups
- Civic groups/service organizations
- Job training groups
- Health care professionals
- Law enforcement
- Neighborhood associations
- Tenant groups

# Your turn: Put together a leadership team.

## OUR LOCAL COMPLETE COUNT COMMITTEE

THINK ABOUT WHO WOULD BE BEST TO SERVE IN YOUR COMMUNITY IN THESE AREAS:



**SOCIAL MEDIA/  
LOCAL MEDIA  
SPECIALISTS**

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**WORKFORCE  
DEVELOPMENT  
EXPERTS**

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**RELEVANT  
GOVERNMENT  
PERSONNEL**



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**COMMUNITY  
ADVOCATES AND  
PUBLIC HEALTH**



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**EDUCATORS AND  
SCHOOL ADMIN.**



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**RELIGIOUS AND  
FAITH LEADERS**



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**LOCAL  
LIBRARY**

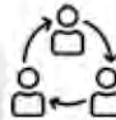


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**REGIONAL  
ASSOCIATIONS**



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**NON-PROFIT  
ORGANIZATIONS**



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**BUSINESS  
LEADERS**

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**WHAT GROUPS WILL BE HARD TO COUNT  
IN OUR COMMUNITY?**

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## Subcommittees

The following are *examples* of a typical subcommittee structure. How your community does this is entirely up to you! Other subcommittees may be formed based on your CCC's focus or community's needs. Examples of other subcommittee topics are migrant and seasonal farmworkers, children/youth services, immigrants, seniors, and the disabled community.

- **Government subcommittee**—Assists in all activities between the Census Bureau and the local government, such as participation in decennial geography programs, free space for Questionnaire Assistance Centers, and identifying other resources for CCC activities.
- **Education / Youth subcommittee**—Facilitates census awareness for local schools from pre-K-12, as well as postsecondary education institutions in the area. May also encourage school administrators, teachers, and students to use Statistics In Schools curriculum.
- **Faith-based subcommittee**—Creates and coordinates activities and materials that can be used by any local faith-based institution in the promotion of the 2020 Census awareness and participation.
- **Media subcommittee**—Creates and facilitates ways to get the census message to all community residents, using all available sources such as social media, local newspapers, newsletters, religious bulletins, utility bill inserts, fliers, local festivals, billboards, radio, and television.
- **Community-based organizations subcommittee**—Collaborates with community organizations to inform residents of the importance of participating in the 2020 Census and the benefits derived from census data.
- **Business subcommittee**—Creates and coordinates activities that involve businesses in census

awareness, such as distribution of census information and census messages on packaging (grocery bags), and the inclusion of the census logo and message on sales promotion materials.

- **Recruiting subcommittee**—Disseminates information about census job openings for the 2020 Census. Information will include the number of jobs available, types of jobs available, and the locations of testing and training sites.
- **Multi-unit housing** subcommittees working with building owners, managers and tenants, including college dormitories
- Various **cultural** subcommittees can be formed to engage specific immigrant communities, Native Americans and New Americans
- A subcommittee to explore **special circumstances in housing** – such as homeless persons, provisional and ad hoc housing situations
- **Services to parents & children**, such as HeadStart, day care centers, and preschools
- **Or any others** to meet local needs.
- **“Hard to count” subcommittee** zeros in on areas of your community that experienced low-census form return rates and develops a strategy to increase participation. *See page 21 for the Census’s “ROAM” online tool which helps communities identify their HTC populations.*

Depending on local circumstances, you may want to combine, (or split) subcommittees. **The point is to get the best people working in areas they know.**

Once discussion has started about the focus and goals of the committee, subcommittees and/or activities may be added to fit the customized plan.



*Ellsworth Cattle Drive*

# Subcommittees define their own action steps

Once subcommittees are in place, it's their job to break down the steps needed to reach their slice of the population pie. It's a matter of setting goals and thinking through the steps that need to be taken to accomplish them.

## Subcommittee Action Plan Steps

- Objective
- What is needed to meet objective?
- Who can help?
- What resources are required?
- What barriers need to be overcome to meet objective?
- Form tactics
- Execute steps

### **Example - Multi-Unit Housing Subcommittee**

Many communities in Kansas have several types of housing - condos, senior-citizen buildings, Section 8 housing for low income-persons, market-rate apartment buildings and, in communities with higher education facilities, student dormitories.

The strategies used will likely vary by type of building, because they operate differently. Condos, college dorms, senior-citizen housing, and Section 8 buildings often have resident councils and regular meetings. Getting on the agenda for one or more of these meetings will help get the word out and make contacts with potential volunteers. Market-rate apartments generally don't have residents' councils, and the subcommittee will need to rely more on personal acquaintances, apartment managers and building owners to gain access.

The types of contacts they make may also need to vary. Where there is easy access to residents, either because buildings are unlocked or building managers allow easy access, canvassing can be a simple matter.

Where it is not, mailings may be needed to fill in the gaps. (Mail costs money, though, so the effort made to get direct access pays off.)

So, let's take a look at what their subcommittee plan might look like.

- **Objective**
  - Reach out to every resident about the census.
  - Follow-up as needed.
- **What a subcommittee needs to meet objective**
  - Compile a list of all the group residential buildings in town.
  - Get contacts for as many buildings as possible.
  - Address identified barriers.
    - Uncooperative building managers.
    - Reluctance to comply with Census.
- **Form Tactics**
  - Meetings
  - Canvassing
  - Letters
- **Execute Plan**
  - Coordinate calendar dates/times for all events with the local CCC.
  - Train volunteers and provide them with resources.
  - Deploy volunteers according to schedule.



# Your turn: Think of subcommittees and their leaders

## Government

Brief description of subcommittee purpose:

Lead members:

## Multi-unit housing

Brief description of subcommittee purpose:

Lead members:

## Education / Youth

Brief description of subcommittee purpose:

Lead members:

## Cultural Groups

Brief description of subcommittee purpose:

Lead members:

## Faith-based

Brief description of subcommittee purpose:

Lead members:

## Hard to Count

Brief description of subcommittee purpose:

Lead members:

## Media

Brief description of subcommittee purpose:

Lead members:

## Special Housing Circumstances

Brief description of subcommittee purpose:

Lead members:

## Community-based organizations

Brief description of subcommittee purpose:

Lead members:

## Other \_\_\_\_\_

Brief description of subcommittee purpose:

Lead members:

## Business

Brief description of subcommittee purpose:

Lead members:

## Other \_\_\_\_\_

Brief description of subcommittee purpose:

Lead members:

## Recruiting

Brief description of subcommittee purpose:

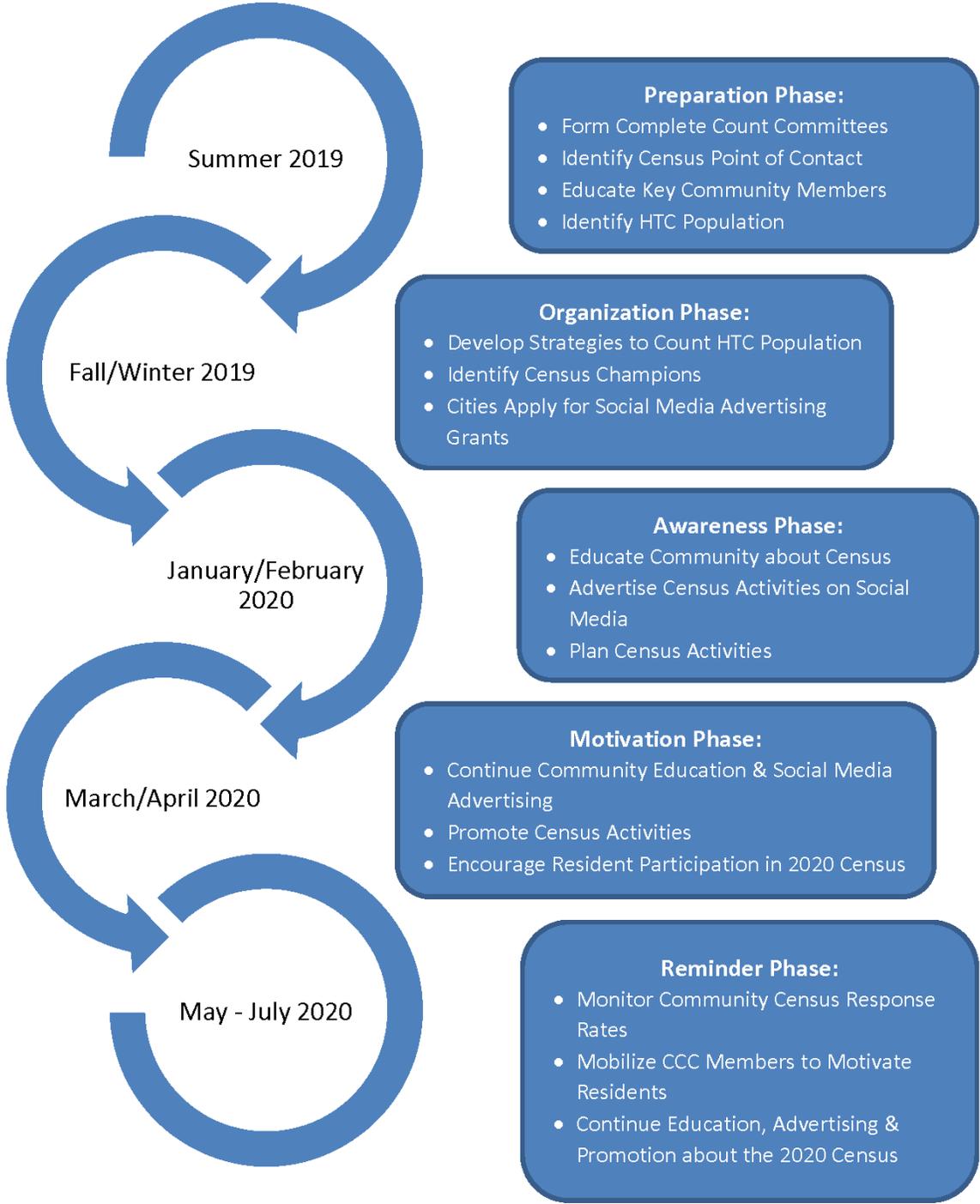
Lead members:

## Other \_\_\_\_\_

Brief description of subcommittee purpose:

Lead members:

# Road to the 2020 Census



# Sample Schedule for a Complete Count Committee

## 2019: PREPARATION PHASE

Now is when the work begins to put together a strong committee and build the foundation to begin working within your committee. This includes activities such as:

- Recruiting committee members and leadership
- Educating committee membership on the importance of the 2020 Census
- Starting to plan a future calendar of events
- Creating promotional and educational materials

### 2019 Summer and Fall

- Highest elected official or community leader meets with census partnership staff to discuss forming a partnership for the 2020 Census and the establishment of a CCC.
- Highest elected official or community leader appoints the chairperson of the CCC.
- Hold first CCC meeting.
- Establish committees, choose subcommittee chairs, and select a secretary to record meeting minutes.
- Highest elected official or community leader holds a press conference to announce the formation of a CCC and the appointment of the chairperson.
- Official or community leader issues a proclamation/ resolution stating that it will formulate a CCC for the 2020 Census.
- Give an overview of the roles and responsibilities of a CCC.
- Develop a plan of action for 2020 Census awareness campaign to cover the period from now through October 2020.
- Set a schedule for the CCC meetings as well as the subcommittees.

## 2019: ORGANIZATION PHASE

Now is the time to begin activities in the community in partnership with community partners to create awareness about the Census such as:

- Tabling at community events
- Interviews in local media
- Participating in parades and festivals
- Presence in local media

### Fall and Winter 2019

- CCC members participate in census CCC training.
- Hold regularly scheduled meetings to report on tasks and subcommittee activities.
- Proceed with census awareness activities generated by each subcommittee.
- Evaluate the activities for effectiveness.
- Modify action plan as needed.
- Saturate community with at least one census awareness activity each month.



## 2020: AWARENESS PHASE

Topeka

Now It's time to Get Out the Count. The committee works to make sure people fill out their forms correctly and return them with activities such as:

- Door-to-door canvassing in HTC neighborhoods
- Email signature and phone message reminders
- A community Census rally

### January 2020

- Hold monthly CCC and subcommittee meetings.
- Finalize plans for activities surrounding questionnaire delivery days and Census Day activities.
- Review task lists and subcommittee activity plans.
- Proceed with 2020 Census activities generated by subcommittees.
- Finalize plans for activities to encourage residents to complete and return census questionnaires.
- Develop and finalize plans for motivating residents who do not return their questionnaires to cooperate with census workers during non-response follow-up. Plan these activities for April 2020.

### February 2020

- Review and modify, as needed, plans for questionnaire delivery and Census Day activities.
- Review and modify, as needed, plans for residents who do not respond.
- Finalize plans for all activities scheduled for March and April.

## 2020: MOTIVATION PHASE

### March 2020 - Countdown to Census Day

- Review and implement activities leading to Census Day—April 1, 2020.
- Finalize plans for all activities planned for the end of March and the month of April.
- Proceed with activities generated by subcommittees.
- Send press release highlighting 2020 Census activity schedule.
- Encourage community members to participate with census workers during address canvassing operations.

## Census Day—April 1, 2020

- Implement Census Day activities.
- Hold daily activities to encourage residents to complete questionnaires accurately and to return them quickly.
- Evaluate activities and make changes as necessary.
- Prepare to implement activities for residents that did not return their questionnaire.
- Implement activities to keep the census awareness and interest strong.

## 2020: REMINDER PHASE

### May–July 2020 Nonresponse follow-up

- Use all sources to encourage residents to cooperate with census workers.
- Continue to meet regularly to give and receive 2020 Census progress reports.
- Prepare summary report of CCC activities, operations, and member feedback.

## Sample Committee Action Sequence

### Immediately (or very soon)

- Form the CCC officially.
- Disseminate news releases and other media announcements about the creation of the CCC.
- Establish membership and structure of the CCC.

### First Regular Meeting

- Review/Discuss the purpose/functions of the CCC.
- Discuss community perceptions and any cultural or language factors that may require attention in developing the census plans and activities.
- Identify areas which may need special targeting for promotion and outreach.
- Brainstorm ideas for an Action Plan for promoting census awareness in the community. Identify specific activities and assignments related to building awareness, motivating response, and encouraging cooperation with enumerators. Consider hosting a Census Solutions Workshop.
- Break CCC activities into three timetables:
  1. before census questionnaires are distributed;
  2. during the census questionnaire period; and
  3. after the questionnaire period.
- Schedule dates for regular CCC meetings.
- If meetings are to be open to the public, decide future meeting location(s); consider whether more residents will come if the meetings are held in the same place or if they are held in different places in the community

### Regular Meetings

- Discuss the status and evaluate the effectiveness of outreach and census promotion activities to date.



- Discuss and adopt action plan and track progress as it is implemented. Develop strategies for encouraging residents to apply for temporary census jobs.
- Determine specific ways to actively encourage community participation during Block Canvassing census operations.
- Review status of specific activities for groups or geographic areas which need special targeting.
- Revise Action Plan, as needed.

### January–March 2020

- Review status reports on Action Plan activities.
- Identify specific action items that still need to be completed before questionnaires are distributed
- Finalize Action Plan for specific Committee activities which encourage residents to complete and return census questionnaires as soon as they are received.
- Finalize Outreach Plan for residents who are not likely to receive questionnaires by mail, and for whom other census interactions need to occur.
- Review Plan for Committee activities for final push

### April 2020

- Release news media releases (for print, radio, and TV) reminding community members about the importance of being counted.
- Report on the status of questionnaire distribution

### May 2020

- If the questionnaire response rate is low, implement a low response rate plan.
- Discuss CCC ideas and recommendations for future census efforts.
- Draft a Final Report (with CCC recommendations for submission to the Census Bureau's CCC Program.
- Discuss the Final Report with officials and agencies that have representation on the CCC.

# Your turn: Pre-Complete Count Committee Survey

Name

Email Address

What Are Your Biggest Concerns About the 2020 Census?

Which of the Following Hard-to-Count Populations Are You Most Interested in Serving?

<input type="checkbox"/> Those who have trouble understanding the census (e.g. non-native English speakers, low literacy)	<input type="checkbox"/> Those who don't understand how the census benefits them
<input type="checkbox"/> People experiencing homelessness	<input type="checkbox"/> Immigrant Communities
<input type="checkbox"/> Children	<input type="checkbox"/> Those who don't trust the government
<input type="checkbox"/> Aging Population	<input type="checkbox"/> Those who are concerned about the privacy and security of their personal data
<input type="checkbox"/> Publicly inaccessible multifamily units or gated communities	<input type="checkbox"/> Other
<input type="checkbox"/> Young mobile adults	

What is Your Experience Working with This Hard-to-Count Population?  
What Do You See as the Biggest Hurdle to Getting Them Counted?

# Your turn: CCC Commitment Sheet

Name

Email Address

Organization

What's the Most Important Information You Heard Today?

Who Are the Other Organizations/Individuals We Should Contact About Participating in a Complete Count Committee?

How Do You Want to Be Involved with This Working Group Moving Forward?

- I want to host or support a follow-up event
- I want to provide resources, tools, or funding to help organizations prepare for the count
- I want to support preparing for the census in my organization through partnership
- Not sure yet
- Other:

What are 3 Activities You Can Do Within Your Organization to Help Prepare Your Community for the 2020 Census?

- 1.
- 2.
- 3.

What is the Best Way to Contact You?

- Email
- Telephone
- Other

# Your turn: Ideas for goals for 2019-2020

## 2019: EDUCATION PHASE

Goal One: \_\_\_\_\_

\_\_\_\_\_

Goal Two: \_\_\_\_\_

\_\_\_\_\_

Goal Three: \_\_\_\_\_

\_\_\_\_\_

## 2020: PROMOTION PHASE

Goal One: \_\_\_\_\_

\_\_\_\_\_

Goal Two: \_\_\_\_\_

\_\_\_\_\_

Goal Three: \_\_\_\_\_

\_\_\_\_\_

## 2020: ACTION PHASE

Goal One: \_\_\_\_\_

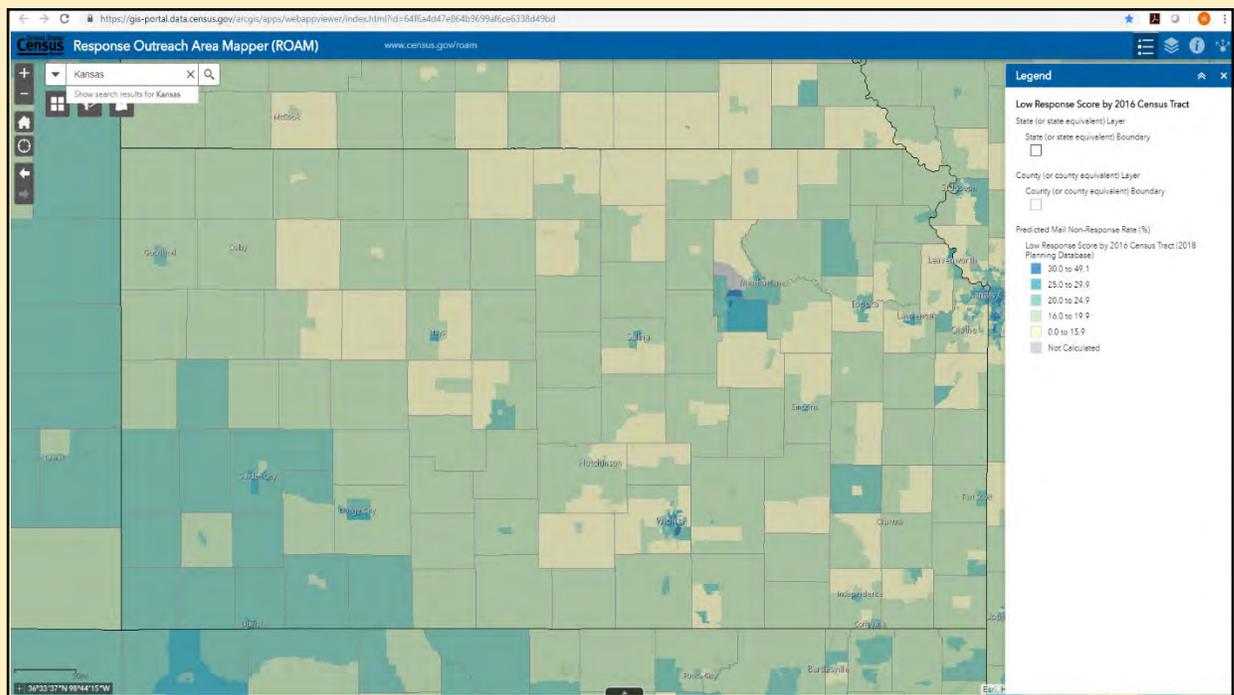
\_\_\_\_\_

Goal Two: \_\_\_\_\_

\_\_\_\_\_

Goal Three: \_\_\_\_\_

\_\_\_\_\_



[www.census.gov/roam](http://www.census.gov/roam)

## ROAM your area to dig into the demographics of low-response census tracts & help target historically undercounted populations

The **Response Outreach Area Mapper (ROAM)** application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database.

This map shows the State of Kansas' projected mail-in response rate for the 2020 Census. Areas shaded darker are projected to have lower mail-in response rates. This map will be updated in real-time for the 2020 Census efforts. CCCs can use this data to see an area's mail-in response rate. This is helpful because local committees can identify areas that need more communication and follow-up to complete the census.

For the purpose of this map, a census tract is considered "Hard-to-Count" (HTC) if its self-response rate in the 2010 Census was **73% or less**. If 73% or fewer of the tract's households that received a census questionnaire mailed it back to the Bureau, it is shaded in dark blue as an HTC tract on the map (see legend above).

This measure of self-response for the 2010 Census is called that **mail return rate**. It represents the **percent of occupied housing units only** whose residents answered the census in the self-response state of the count.

The 73% threshold is used because it represents all tracts nationwide that are in the bottom 20 percent of the 2010 mail return rates. This is consistent with the definition of HTC tracts from the 2010 Census outreach campaign.

Simply go to [www.census.gov/roam](http://www.census.gov/roam) and use the zoomable map to check out the 2020 census participation rate for census tracts in your community. It's an easy way to get a quick idea of which areas in your community need the most attention. (Please see pp. 22-23 for a "Quick Tips Guide" on how to use the ROAM tool.

# The “Hard-to-Count” (HTC) Population

## What Is a Hard-to Count Population?

The goal of the decennial census is to count each person in the United States based on their residence as of April 1. For the 2020 census, each household in the U.S. will either receive mailed instructions on how to fill out the census questionnaire online, by phone, or filling out the paper questionnaire. The Census Bureau asks that as many households as possible submit their responses to this questionnaire via the Internet, by phone, or by mail — this is the self-response component of the decennial census.

In prior censuses, the self-response rate in many parts of the country has been relatively high. But in other parts of the country and for some population groups more than others, the self-response rate has been relatively low. Households may not have submitted their census questionnaire for various reasons, such as having language difficulties, concerns about trust in government, or otherwise.

These areas and population groups of historically undercounted people are considered “Hard-to-Count” (HTC) by the Census Bureau because they send enumerators into the field to talk with each non-responding household one-by-one. This “non-response follow-up” component of the census can be difficult, time-consuming, and costly.

If these groups are not counted fairly and accurately, they - **and the communities around them** - will be deprived of equal political representation and vital public and private resources.

## Other HTC Metrics

Other ways of identifying and describing hard-to-count populations include:

### Low Response Scores

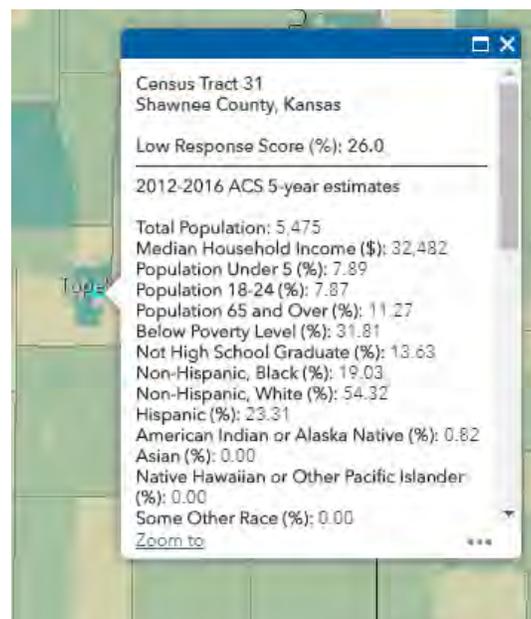
The Census Bureau has developed a statistical model that uses population data to assign a “low response score” to each tract. The Bureau states that these scores “predict low census mail return rates and are highly correlated (negatively) with census and survey participation.” At this point, the Bureau’s research indicates that this statistical model explains only 55% of the variation around the predicted response rate. The Bureau will be refining this statistical model leading up to the 2020 Census using more recent demographic data.

### Population groups with increase risk of being undercounted

Historically, the census has undercounted young children, people of color, rural residents, and low-income households at higher rates than other population groups. Also, groups with low self-response rates in prior censuses or census tests include “linguistically isolated” households; frequent movers; foreign born residents; households below the poverty line; large (i.e., overcrowded) households; low educational attainment households; and single-parent headed households. Additional population groups may include an aging population; households in gated communities; persons experiencing homelessness; or young mobile adults. And people who distrust government authorities and/or have been or could be targets of law enforcement or heightened surveillance may be less likely to respond to the census. The ROAM tool provides statistics on many of these groups for each tract and are presented when a tract is selected on the map.

### Households with no computer or inadequate Internet access

The Census Bureau plans to encourage most households to answer their 2020 Census questionnaire via the Internet. As a result, households with poor Internet connectivity or, worse, no computer will be at risk of being undercounted. The ROAM application highlighted tract-level household Internet access based on data from the Federal Communications Commission (FCC), but local residents know areas without reliable broadband access and should highlight these areas when identifying HTC populations. See how HTC data is displayed in the ROAM tool in the figure below.



# RESPONSE OUTREACH AREA MAPPER (ROAM) QUICK TIPS GUIDE

WWW.CENSUS.GOV/ROAM

## GENERAL APPLICATION USE

Click on a census tract to generate a pop-up window.

### The pop-up indicates:

- Identifying information.
- Low Response Score.
- List of ACS 5-year estimates.

## APPLICATION INTERFACE ICONS

### ZOOM TOOL



Click the plus sign to zoom in. Click the minus sign to zoom out. Use the mouse wheel to zoom in/zoom out or double click to zoom in.

### INITIAL MAP EXTENT



Refresh the view back to the contiguous United States. In other words, zoom out to the initial map extent.

### CURRENT GPS LOCATION



Zoom the map to your current GPS Location (functionality limited based on device/device settings).

### EXTENT NAVIGATION



Click the arrow pointing left to go to the previous extent. Click the arrow pointing right to go to the next extent.

### CHANGE BASEMAP



Choose from various basemaps including satellite imagery and OpenStreetMap.

### BOOKMARKS



Save map extents that you need to revisit. Four bookmarks already exist within the application to help navigate to Alaska, Hawaii, Puerto Rico, and the continental United States.

#### • CREATE A BOOKMARK

Navigate to an area of interest, click the Bookmark button, type a Bookmark Name, and click the Plus Sign.

#### • GO BACK TO A BOOKMARK

Click the Bookmark button and click on the desired bookmark.

#### • DELETE A BOOKMARK

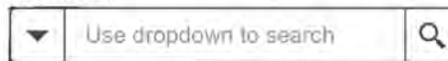
Click the Bookmark button, click the bookmark to delete, and click "DELETE" at the bottom of the Bookmarks window.

### ADD DATA



Allows you to look for other spatial datasets that already exist on the web. You can temporarily add layers to the map. They will not be saved to the map for next time. The layers you add with Add Data are visible in the Legend and Layers List.

### SEARCH BOX



Use the search box to navigate to a geographic entity. The drop-down arrow on the left side of the search box allows you to search for a particular geographic entity to zoom to.

### LEGEND



Defines the geographic boundaries included in the map by name and symbology as well as the Low Response Score classification scheme. The layers visible in the Legend reflect the layers currently visible on the map.

### LAYERS LIST



Allows you to turn on/off spatial layers. In the screen shot below, the red arrows point to just a couple of check boxes. Clicking any check boxes in the Layers List turn on (checked) or off (unchecked) the layers. *Please note if the "ADDITIONAL LAYERS" check box is off/unchecked, any of the content nested below will also turn off.*



In the screen shot above, the blue arrows point you to the Transparency Slider Bar, which you can manipulate to make the Low Response Score thematic map darker or lighter. The Transparency Slider Bar is revealed once you click on the "•••" followed by the "TRANSPARENCY" button; you can click on the slider marker as indicated and drag it to the left (darker) or right (lighter).

### ABOUT



The place to find basic information about the Planning Database and the Low Response Score and how to interpret it. Also contains source information.

### SHARE



Allows you to share the application with others by creating a URL to send or to post on social media. You can simply copy/paste the link generated automatically or you can click on "LINK OPTIONS" to define how the map will get shared. You can define where the map is centered so that you can share a specific area with someone else. In the Link Preview box, a URL will be generated for you to copy/paste, or you can go back to the main pane and click one of the social media icons to share your newly customized URL in that manner. You can also copy code to embed the application in another website from this pane.

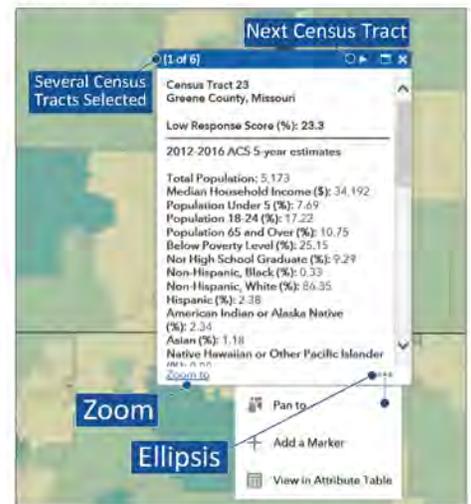
### DATA TABLE ACCESS



(BOTTOM CENTER OF INTERFACE) The spatial identifier information and data from the Planning Database; Can Filter/Query; Show/Hide columns.

### POP-UP OVERVIEW

The screen shot below identifies the functions of the pop-up that results when you click on a census tract.



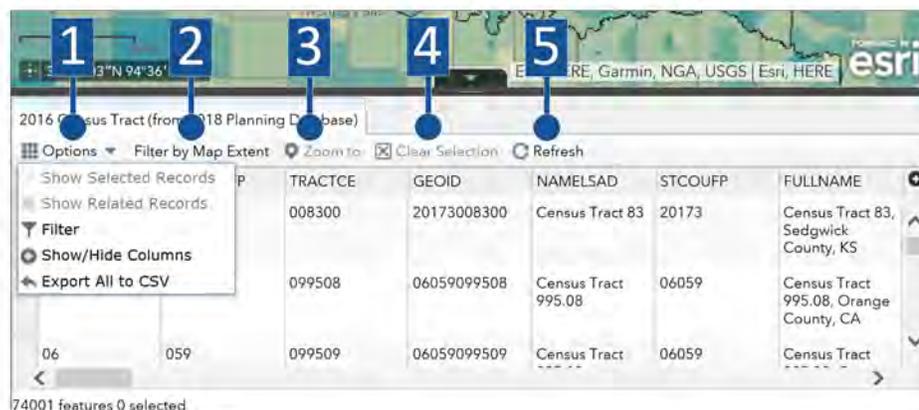
- (1 of 6)–More than one census tract is selected
- ARROW HEAD (▶)–Click to go to next census tract
- ZOOM TO–The extent of the selected census tract
- ELLIPSIS (•••)–Click to access additional pan to, add a marker, and view in attribute table

**NOTE:** When you click on a census tract you are not zoomed into, the application may indicate that several census tracts were selected. If you would like to click a specific census tract, zoom

in further to that area before clicking on it. This may also happen if you have several different layers of geographies turned on. Click the White Arrow Head "▶" to move through the selected features.

## DATA TABLE OVERVIEW

The screen shot below identifies the functions available within the DATA TABLE



### 1. OPTIONS MENU

- Show Selected Records – if you have selected records, this field will be active and only show the selected records in the Data Table
- Show Related Records – not an available option; it will always be grayed out
- Filter – use this to Filter/Query the Data Table; *see Using the Data Table section for details*
- Show/Hide Columns
- Export All to CSV (.csv is a simple file format used to store tabular data)

**2. FILTER BY MAP EXTENT** – when clicked, as indicated by a blue rectangle around the button, the Data Table will only contain records for census tracts in view. [Filter By Map Extent](#). When off (as in the screen shot above) the Data Table will include all census tract records

**3. ZOOM TO** – zoom to the selected census tract; can also double-click on a record in the Data Table to zoom to a given area

**4. CLEAR SELECTION** – deselect any selected records

**5. REFRESH** – click if the Data Table becomes unresponsive

## VIEW FULL VARIABLE NAME

To see the full extent of a variable name in the Data Table, hover over the column division in the header of the table until your cursor becomes . At that point, you can click and drag the column to the right to reveal the full column name.

## DATA DICTIONARY FOR DATA TABLE

The category of fields included in the data table are:

- Spatial Fields
- Planning Database Fields
- Federal Communications Commission (FCC) Fields

See the "ROAM User Guide, Section 7.2," [https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM\\_User\\_Guide.pdf](https://www2.census.gov/geo/pdfs/maps-data/maps/roam/ROAM_User_Guide.pdf) for a description of each field category, and links to additional documentation.

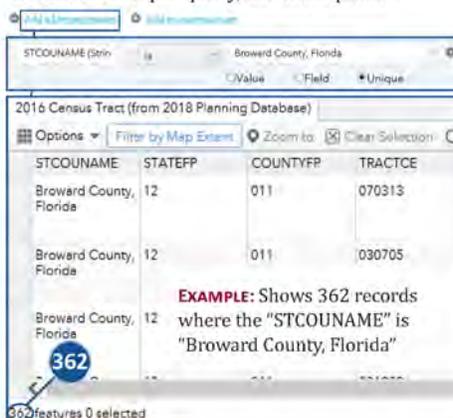
## USING THE DATA TABLE

### FILTER

Under the Options Menu, click the "FILTER" option. Filtering allows you to limit the rows of data in the Data Table. Only features that meet your criteria will be visible in the Data Table. You can filter based on any of the columns that are available in the Data Table.

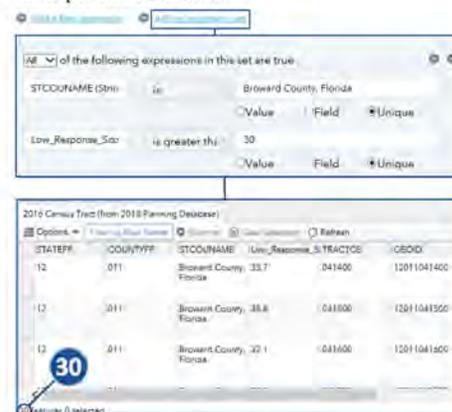
### ADD A FILTER EXPRESSION

To create a simple query, use this option.



### ADD AN EXPRESSION SET

Use this option when you would like to create multiple filters at once.



**EXAMPLE:** Shows a return of 30 records where the "STCOUNAME" is "Broward County, Florida" and the "Low\_Response\_Score" is greater than "30"

## DOWNLOAD

To download data from the Data Table, click the OPTIONS MENU > EXPORT ALL TO CSV. Keep in mind that "ALL" means up to 5,000 features/census tract records:

- ALL the features currently in the Data Table, or
- ALL the selected features currently in the Data Table.

### MICROSOFT EXCEL

To open the resulting .csv download in Microsoft Excel with the proper leading zeros on the STATEFP, COUNTYFP, TRACTCE, and GEOID fields, follow the steps below:

**1.** Open Microsoft Excel first rather than double-clicking on the .csv file.

**2.** File > Open

**3.** Navigate to the downloaded .csv file; you may have to select "ALL FILES" from the file type drop down to be able to see it; click "OPEN"

**4.** Make sure the "DELIMITED" radio button is chosen; click "NEXT"

**5.** Check the "COMMA" option from the "DELIMITERS" section; click "NEXT"

**6.** SHIFT+CLICK the STATEFP, COUNTYFP, TRACTCE, GEOID columns in the Data Preview so that all four fields are highlighted and then click the "TEXT" radio button; click "FINISH"

**7.** You now have the subset of data you downloaded from the application in a format where the leading zeros are not lost.

## RESOURCES

- Refer to [www2.census.gov/roam](https://www2.census.gov/roam) for additional information.
- Questions about the Low Response Score or Planning Database can be directed to: [Census.PDB.questions@census.gov](mailto:Census.PDB.questions@census.gov)

# Supporting Materials

## RECRUITMENT EMAIL

Dear \_\_\_\_\_,

It's not too early to start planning for the 2020 Census! I am emailing to invite you to the first meeting of the \_\_\_'s Complete County Committee (CCC) on DATE at TIME.

CCCs help assure a complete count in the upcoming Census 2020 so our community receives its fair share of congressional and legislative representation as well as our proper share of federal and state funding for programs that serve our area. Comprised of highly regarded representatives and trusted voices from different sectors of our community, CCCs plan and implement focused projects that help to increase the response rate of our residents.

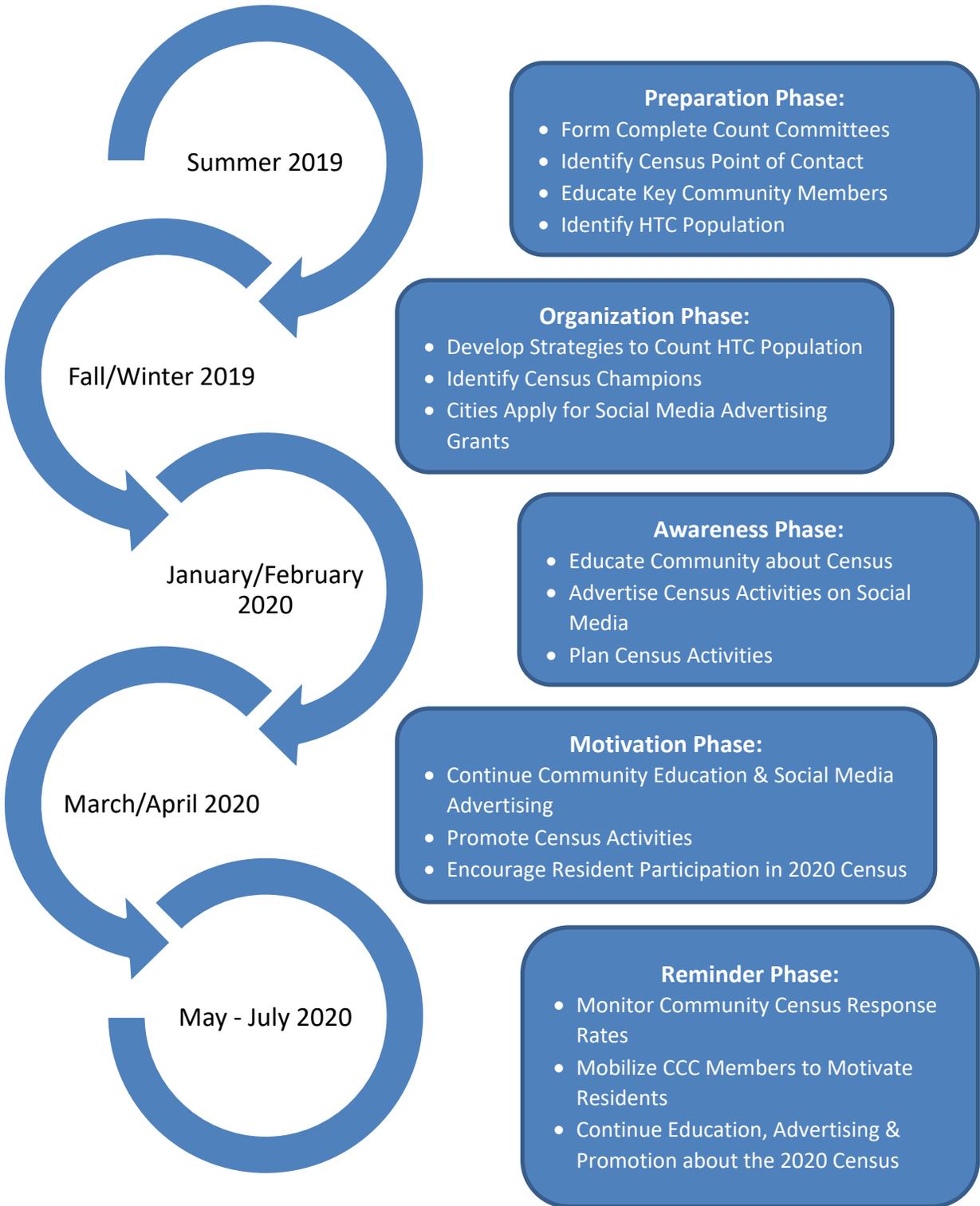
A CCC can lead community outreach and launch awareness campaigns that inform constituents about the importance of achieving an accurate count. It is a platform that provides leaders with opportunities to reach out and build meaningful relationships with new immigrants, college students, senior citizens, businesses, the disabled, and other populations. Working together on a CCC builds a strong sense of community pride.

For more information about our community's CCC, please call \_\_\_\_\_. Please RSVP by \_\_\_\_\_ if you are planning to attend.

## SAMPLE MEETING AGENDA

1. Welcome from Elected Official or Committee Chairperson
2. Introductions
3. Why Census 2020 and a CCC is important
4. Open Discussion (Sample Questions)
  - What in your mind does success mean/look like?
  - What are our key challenges?
  - What should we, the CCC focus on?
5. Subcommittee Check Ins
6. Commitments and homework to be completed by next month's meeting
7. Confirming meeting frequency / locations / time

# Road to the 2020 Census



# Counting for Dollars 2020

## The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

### COUNTING FOR DOLLARS 2020:

# KANSAS

### Allocation of Funds from 55 Large Federal Spending Programs Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

**Total Program Obligations: \$6,054,507,586**

Program	Dept.	Obligations	Program	Dept.	Obligations
<b>Financial Assistance Programs</b>		<b>\$5,937,347,138</b>			
Medical Assistance Program (Medicaid)	HHS	\$1,942,405,000	Community Facilities Loans/Grants	USDA	\$54,644,700
Federal Direct Student Loans	ED	\$898,447,689	Supporting Effective Instruction State Grants	ED	\$17,921,787
Supplemental Nutrition Assistance Program	USDA	\$342,324,968	Crime Victim Assistance	DOJ	\$20,121,575
Medicare Suppl. Medical Insurance (Part B)	HHS	\$596,190,002	CDBG Entitlement Grants	HUD	\$10,138,465
Highway Planning and Construction	DOT	\$397,153,908	Public Housing Capital Fund	HUD	\$11,180,000
Federal Pell Grant Program	ED	\$221,500,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$11,899,663
Section 8 Housing Choice Vouchers	HUD	\$65,279,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$14,919,000
Temporary Assistance for Needy Families	HHS	\$101,931,061	Social Services Block Grant	HHS	\$14,349,449
Very Low to Moderate Income Housing Loans	USDA	\$124,715,928	Rural Rental Assistance Payments	USDA	\$13,273,592
Title I Grants to LEAs	ED	\$109,134,862	Business and Industry Loans	USDA	\$14,997,000
State Children's Health Insurance Program	HHS	\$112,201,000	Career and Technical Education - Basic Grants to States	ED	\$10,239,910
National School Lunch Program	USDA	\$106,497,000	Homeland Security Grant Program	DHS	\$3,720,675
Special Education Grants	ED	\$109,746,957	WIOA Dislocated Worker Grants	DOL	\$4,692,230
Section 8 Housing Assistance Payments Program	HUD	\$58,767,316	HOME	HUD	\$7,539,153
Federal Transit Formula Grants	DOT	\$26,496,000	State CDBG	HUD	\$13,771,304
Head Start	HHS	\$66,020,658	WIOA Youth Activities	DOL	\$5,166,437
WIC	USDA	\$48,302,000	WIOA Adult Activities	DOL	\$4,670,775
Title IV-E Foster Care	HHS	\$27,590,212	Employment Service/Wagner-Peyser	DOL	\$6,255,330
Health Care Centers	HHS	\$39,045,360	Community Services Block Grant	HHS	\$6,209,380
School Breakfast Program	USDA	\$31,271,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$6,027,061
Rural Electrification Loans and Loan Guarantees	USDA	\$53,818,000	Cooperative Extension Service	USDA	\$9,829,440
Public and Indian Housing	HUD	\$19,478,000	Native Amer. Employment & Training	DOL	\$192,881
Low Income Home Energy Assistance	HHS	\$31,948,552			
Child and Adult Care Food Program	USDA	\$33,199,000	<b>Federal Tax Expenditures</b>		<b>\$93,166,921</b>
Vocational Rehabilitation Grants to the States	ED	\$19,553,864	Low Income Housing Tax Credit	Treas	\$78,111,673
Child Care Mandatory and Matching Funds	HHS	\$26,333,000	New Markets Tax Credit	Treas	\$15,055,248
Unemployment Insurance Administration	DOL	\$18,346,000			
Federal Transit - Capital Investment Grants	DOT	\$1,080,000	<b>Federal Procurement Programs</b>		<b>\$23,993,527</b>
Child Care and Development Block Grant	HHS	\$25,461,000	HUBZones Program	SBA	\$23,993,527
Adoption Assistance	HHS	\$21,349,994			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

**Note:** The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

# Counting for Dollars 2020

## The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

# KANSAS

In FY2016, Kansas received

**\$6,054,507,586**

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 – including 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 datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
  - **Annual updates** of population and housing variables collected in the Decennial Census.
  - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.

### Reports of the Counting for Dollars 2020 Project:

- **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)\*
- **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)\*
- **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)\*
- **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)\*†
- **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

\* Data available by state  
† Source for this state sheet

GW Institute  
of Public Policy

THE GEORGE WASHINGTON UNIVERSITY

For further information:

**Andrew Reamer**, Research Professor  
The George Washington University  
[areamer@gwu.edu](mailto:areamer@gwu.edu)

IPP-1819-2

# Frequently Asked Questions

## What's the Census for?

The U.S. Constitution (Article I, Section 2) mandates a headcount every 10 years, of everyone residing in the United States: in all 50 states, Puerto Rico, and the Island Areas. This includes people of all ages, races, ethnic groups, citizens, and noncitizens. The first census was conducted in 1790 and has been carried out every 10 years since then.

The population totals from the 2020 census will determine the number of seats each state has in the House of Representatives. States also use the totals to redraw their legislative districts.

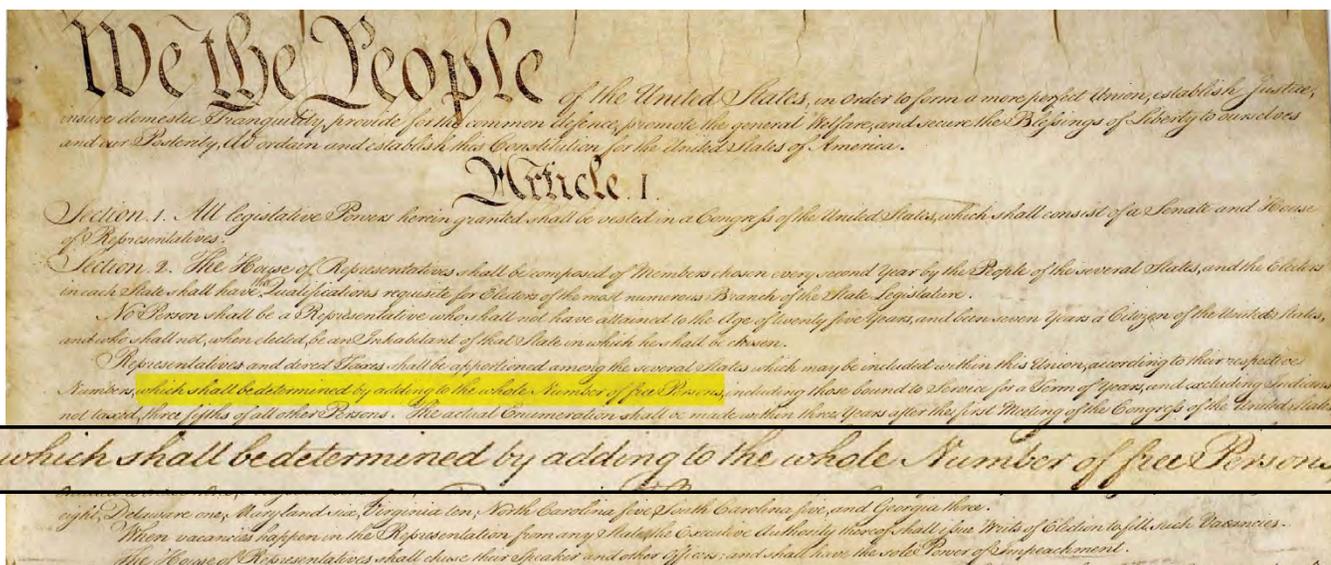
The U.S. Census Bureau must submit state population totals to the President of the United States by December 31, 2020. The totals also affect funding in your community, and data collected in the census help inform decision makers how your community is changing.

## Why doesn't the Census only count citizens?

The framers used the term "citizen" 11 times in the Constitution, but in Article 1, Section 2 (3), they expressly said that the census is an enumeration of **persons**.<sup>1</sup> The 14th Amendment of the Constitution repeats this point, stating:

"Representatives shall be apportioned among the several States according to their respective numbers, **counting the whole number of persons in each State**, excluding Indians not taxed."<sup>2,3</sup>

**What this means is that in accordance to the United States Constitution, the US Census counts everyone** including citizens, non-citizen legal residents, non-citizen long-term visitors, illegal immigrants and prisoners in jails and penitentiaries.



<sup>1</sup> **Full text:** "Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons.<sup>2</sup> 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. The Number of Representatives shall not exceed one for every thirty Thousand, but each State shall have at Least one Representative; and until such enumeration shall be made, the State of New Hampshire shall be entitled to chuse three, Massachusetts eight, Rhode-Island and Providence Plantations one, Connecticut five, New-York six, New Jersey four, Pennsylvania eight, Delaware one, Maryland six, Virginia ten, North Carolina five, South Carolina five, and Georgia three."

<sup>2</sup> **Full text:** 2: "Representatives shall be apportioned among the several States according to their respective numbers, counting the whole number of persons in each State, excluding Indians not taxed. But when the right to vote at any election for the choice of electors for President and Vice President of the United States, Representatives in Congress, the Executive and Judicial officers of a State, or the members of the Legislature thereof, is denied to any of the male inhabitants of such State, being twenty-one years of age, 15 and citizens of the United States, or in any way abridged, except for participation in rebellion, or other crime, the basis of representation therein shall be reduced in the proportion which the number of such male citizens shall bear to the whole number of male citizens twenty-one years of age in such State."

<sup>3</sup> "Indians not taxed" was negated by enactment of the Indian Citizenship Act of 1924, which granted full citizenship to all indigenous peoples of the United States.

## Why does the Census Bureau ask the questions they do?

The Census Bureau asks the questions they do on the surveys because of federal needs and for community benefits. The data the Census Bureau collects helps determine how more than \$800 billion dollars of federal funding annually is spent on infrastructure and services. Your answers help federal, state and local leaders make decisions about: schools, hospitals, emergency services, roads, bridges, job training centers, and many other projects that affect your community.

See why the Census Bureau asked EACH question they did in 2010. The 2020 form should be finalized in 2018.

## I thought that the census was only 10 minutes, 10 questions. Why might I also be getting something called the American Community Survey?

Launched in 2005, the American Community Survey (ACS) is part of the decennial census program and is essentially what used to be the Census long form. The ACS collects more detailed information on housing, population, and the economy. ACS data are collected continuously throughout the year and throughout the decade from a sample (fraction) of the population (about 3 million addresses annually).

Like the 2020 Census participation in the ACS is mandatory by law and the American public's participation is vital to provide data that impacts policy decisions on the local, state, and federal level.

## Are my answers safe and secure?

The Census Bureau collects data for statistical purposes only. They combine your responses with information from other households or businesses to produce statistics, which never identify your household, any person in your household, or business. Your information is CONFIDENTIAL. They never identify you individually.

Title 13 of the U.S. Code protects the confidentiality of all your information and violating this law is a crime with severe penalties. In addition, other federal laws, including the Confidential Statistical Efficiency Act and the Privacy Act reinforce these protections. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to 5 years, or both.

It is against the law to disclose or publish any of the following information: names; addresses including GPS coordinates; social security numbers; or telephone numbers.

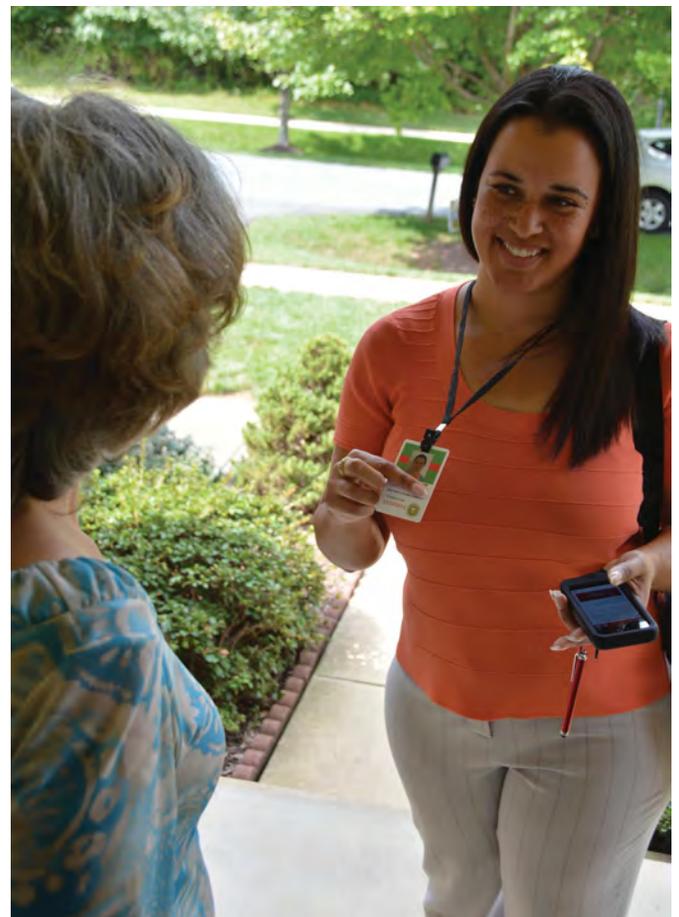
## How does the U.S. Census Bureau help me identify fraudulent activity and scams?

The Census Bureau will never ask for:

- full social security number
- money or donations
- anything on behalf of a political party
- your full bank or credit card account numbers

If you are visited by someone from the United States Census Bureau, here are some recognition tips to assure the validity of the field representative; the field representative:

- must present an ID Badge which contains: photograph of field representative, Department of Commerce watermark, and expiration date.
- will provide you with supervisor contact information and/or the regional office phone number for verification, if asked.
- Will provide you with a letter from the Director of the Census Bureau on U.S. Census Bureau letterhead.
- May be carrying a laptop and/or bag with a Census Bureau logo.



## What if I am away from my residence on April 1, 2020?

People away from their usual residence on Census Day, such as on a vacation or a business trip, visiting, traveling outside the U.S., or working elsewhere without a usual residence there (for example, as a truck driver or traveling salesperson) are counted at the residence where they live and sleep most of the time.

## What if I have more than one residence or no residence on April 1, 2020?

People who live at two or more residences (during the week, month, or year), such as people who travel seasonally between residences (for example, snowbirds or children in joint custody) are counted at the residence where they live and sleep most of the time. If usual residence cannot be determined, they are counted at the residence where they are staying on Thursday, April 1, 2020 (Census Day).

College students living away from their parental home while attending college in the U.S. (living either on-campus or off-campus) are counted at the on-campus or off-campus residence where they live and sleep most of the time.

Those staying in shelter or living outdoors are counted where they are staying on April 1, 2020.

## When will the results from the census be available?

The nation should see the very first results from the 2020 Census in the form of total population counts for the nation and each state in late 2020 or early 2021.

In 2021 each state receives local-level 2020 Census data on race and the voting age population. As required by law, the Census Bureau will provide these key demographic data to the states (on a state-by-state basis), so the state governments can redraw the boundaries of their U.S. Congressional and state legislative districts. Public Law 94-171 requires that the redistricting data must be delivered to state officials responsible for legislative redistricting within one year of Census day or no later than April 1, 2021.

## What if I still have questions or concerns?

As we get closer to Census 2020, there will be more FAQs detailing the process of the upcoming count. However, please email us at [census@lkm.org](mailto:census@lkm.org) if you have any remaining questions.



# 2020 Census Residence Criteria and Residence Situations

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Residence Criteria are used to determine where people are counted during the 2020 Census. The Criteria say:

- Count people at their usual residence, which is the place where they live and sleep most of the time.
- People in certain types of group facilities on Census Day are counted at the group facility.
- People who do not have a usual residence, or who cannot determine a usual residence, are counted where they are on Census Day.

The following sections describe how the Residence Criteria apply to certain living situations for which people commonly request clarification.

## PEOPLE AWAY FROM THEIR USUAL RESIDENCE ON CENSUS DAY

**People away from their usual residence on Census Day, such as on a vacation or a business trip, visiting, traveling outside the United States, or working elsewhere without a usual residence there (for example, a truck driver or traveling salesperson)** – Counted at the residence where they live and sleep most of the time.

## VISITORS ON CENSUS DAY

**Visitors on Census Day**—Counted at the residence where they live and sleep most of the time. If they do not have a usual residence to return to, they are counted where they are staying on Census Day.

## FOREIGN CITIZENS IN THE UNITED STATES

**Citizens of foreign countries living in the United States**—Counted at the U.S. residence where they live and sleep most of the time.

**Citizens of foreign countries living in the United States who are members of the diplomatic community**—Counted at the embassy, consulate, United Nations' facility, or other residences where diplomats live.

**Citizens of foreign countries visiting the United States, such as on a vacation or business trip**—Not counted in the census.

## PEOPLE LIVING OUTSIDE THE UNITED STATES

**People deployed outside the United States<sup>1</sup> on Census Day (while stationed or assigned in the United States) who are military or civilian employees of the U.S. government** – Counted at the U.S. residence where they live and sleep most of the time, using administrative data provided by federal agencies.<sup>2</sup>

**People stationed or assigned outside the United States on Census Day who are military or civilian employees of the U.S. government, as well as their dependents living with them outside the United States** – Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by federal agencies.

**People living outside the United States on Census Day who are not military or civilian employees of the U.S. government and are not dependents living with military or civilian employees of the U.S. government** – Not counted in the stateside census.

## PEOPLE WHO LIVE OR STAY IN MORE THAN ONE PLACE

**People living away most of the time while working, such as people who live at a residence close to where they work and return regularly to another residence**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

<sup>1</sup> In this document, “Outside the United States” and “foreign port” are defined as being anywhere outside the geographical area of the 50 United States and the District of Columbia. Therefore, the Commonwealth of Puerto Rico, the U.S. Virgin Islands, the Pacific Island Areas (American Samoa, Guam, and the Commonwealth of the Northern Mariana Islands), and all foreign countries are considered to be “outside the United States.” Conversely, “stateside,” “U.S. homeport,” and “U.S. port” are defined as being anywhere in the 50 United States and the District of Columbia.

**People who live or stay at two or more residences (during the week, month, or year), such as people who travel seasonally between residences (for example, snowbirds)**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Children in shared custody or other arrangements who live at more than one residence**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

## PEOPLE MOVING INTO OR OUT OF A RESIDENCE AROUND CENSUS DAY

**People who move into a new residence on or before Census Day**—Counted at the new residence where they are living on Census Day.

**People who move out of a residence on Census Day and do not move into a new residence until after Census Day**—Counted at the old residence where they were living on Census Day.

**People who move out of a residence before Census Day and do not move into a new residence until after Census Day**—Counted at the residence where they are staying on Census Day.

<sup>2</sup> Military and civilian employees of the U.S. government who are deployed or stationed/assigned outside the United States) and their dependents living with them outside the United States) are counted using administrative data provided by the Department of Defense and the other federal agencies that employ them. If they are deployed outside the United States (while stationed/assigned in the United States), the administrative data are used to count them at their usual residence in the United States. Otherwise, if they are stationed/assigned outside the United States, the administrative data are used to count them (and their dependents living with them outside the United States) in their home state for apportionment purposes only.

## PEOPLE WHO ARE BORN OR WHO DIE AROUND CENSUS DAY

**Babies born on or before Census Day**—Counted at the residence where they will live and sleep most of the time, even if they are still in a hospital on Census Day.

**Babies born after Census Day**— Not counted in the census.

**People who die before Census Day**—Not counted in the census.

**People who die on or after Census Day**— Counted at the residence where they were living and sleeping most of the time as of Census Day.

## RELATIVES AND NONRELATIVES

**Babies and children of all ages, including biological, step, and adopted children, as well as grandchildren**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day. (Only count babies born on or before Census Day.)

**Foster children**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Spouses and close relatives, such as parents or siblings**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Extended relatives, such as grandparents, nieces/nephews, aunts/uncles, cousins, or in-laws**— Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Unmarried partners**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Housemates or roommates**— Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Roomers or boarders**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Live-in employees, such as caregivers or domestic workers**— Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

**Other nonrelatives, such as friends**— Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.

## PEOPLE IN RESIDENTIAL SCHOOL-RELATED FACILITIES

**Boarding school students living away from their parents' or guardians' home while attending boarding school below the college level, including Bureau of Indian Affairs boarding schools**— Counted at their parents' or guardians' home.

**Students in residential schools for people with disabilities on Census Day**—Counted at the school.

**Staff members living at boarding schools or residential schools for people with disabilities on Census Day**—Counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the school.

## COLLEGE STUDENTS (and staff living in college housing)

**College students living at their parents' or guardians' home while attending college in the United States**—Counted at their parents' or guardians' home.

**College students living away from their parents' or guardians' home while attending college in the United States (living either on-campus or off-campus)**—Counted at the on-campus or off-campus residence where they live and sleep most of the time. If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/university student housing.

**College students living away from their parents' or guardians' home while attending college in the United States (living either on-campus or off-campus) but staying at their parents' or guardians' home while on break or vacation**—Counted at the on-campus

or off-campus residence where they live and sleep most of the time. If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/ university student housing.

**College students who are U. S. citizens living outside the United States while attending college outside the United States** — Not counted in the stateside census.

**College students who are foreign citizens living in the United States while attending college in the United States (living either on-campus or off-campus)**—Counted at the on-campus or off-campus U.S. residence where they live and sleep most of the time. If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/ university student housing.

**Staff members living in college/ university student housing (such as dormitories or residence halls) on Census Day**—Counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the college/ university student housing.

## PEOPLE IN HEALTH CARE FACILITIES

**People in general or Veterans Affairs hospitals (except psychiatric units) on Census Day, including newborn babies still in the hospital on Census Day** — Counted at the residence where they live and sleep most of the time. Newborn babies are counted at the residence where they will live and sleep most of the time. If patients or staff members do not have a usual home elsewhere, they are counted at the hospital.

**People in mental (psychiatric) hospitals and psychiatric units in other hospitals (where the primary function is for long-term nonacute care) on Census Day**—Patients are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in assisted living facilities<sup>3</sup> where care is provided for individuals who need help with the activities of daily living but do not need the skilled medical care that is provided in a nursing home**—Residents and staff members are counted at the residence where they live and sleep most of the time.

**People in nursing facilities/ skilled-nursing facilities (which provide long-term nonacute care) on Census Day**—Patients are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People staying at in-patient hospice facilities on Census Day**—Counted at the residence where they live and sleep most of the time. If patients or staff members do not have a usual home elsewhere, they are counted at the facility.

## **PEOPLE IN HOUSING FOR OLDER ADULTS**

**People in housing intended for older adults, such as active adult communities, independent living, senior apartments, or retirement communities**—Residents and staff members are counted at the residence where they live and sleep most of the time.

## **U.S. MILITARY PERSONNEL**

**U.S. military personnel assigned to military barracks/dormitories in the United States on Census Day**—Counted at the military barracks/dormitories.

**U.S. military personnel (and dependents living with them) living in the United States (living either on base or off base) who are not assigned to barracks/dormitories on Census Day**—Counted at the residence where they live and sleep most of the time.

<sup>3</sup> Nursing facilities/skilled-nursing facilities, in-patient hospice facilities, assisted living facilities, and housing intended for older adults may coexist within the same entity or organization in some cases. For example, an assisted living facility may have a skilled-nursing floor or wing that meets the nursing facility criteria, which means that specific floor or wing is counted according to the guidelines for nursing facilities/skilled-nursing facilities, while the rest of the living quarters in that facility are counted according to the guidelines for assisted living facilities.

**U.S. military personnel assigned to U.S. military vessels with a U.S. homeport on Census Day**—Counted at the onshore U.S. residence where they live and sleep most of the time. If they have no onshore U.S. residence, they are counted at their vessel's homeport.

**People who are active duty patients assigned to a military treatment facility in the United States on Census Day**—Patients are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in military disciplinary barracks and jails in the United States on Census Day**—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**U.S. military personnel who are deployed outside the United States (while stationed in the United States) and are living on or off a military installation outside the United States on Census Day**—Counted at the U.S. residence where they live and sleep most of the time, using administrative data provided by the Department of Defense.

**U.S. military personnel who are stationed outside the United States and are living on or off a military installation outside the United States on Census Day, as well as their dependents living with them outside the United States**—Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by the Department of Defense.

**U.S. military personnel assigned to U.S. military vessels with a homeport outside the United States on Census Day**—Counted as part of the U.S. federally affiliated overseas population, using administrative data provided by the Department of Defense.

## **MERCHANT MARINE PERSONNEL ON U.S. FLAG MARITIME/ MERCHANT VESSELS**

**Crews of U.S. flag maritime/ merchant vessels docked in a U.S. port, sailing from one U.S. port to another U.S. port, sailing from a U.S. port to a foreign port, or sailing from a foreign port to a U.S. port on Census Day**—Counted at the onshore U.S. residence where they live and sleep most of the time. If they have no onshore U.S. residence, they are counted at their vessel. If the vessel is docked in a U.S. port, sailing from a U.S. port to a foreign port, or sailing from a foreign port to a U.S. port, crewmembers with no onshore U.S. residence are counted at the U.S. port. If the vessel is sailing from one U.S. port to another U.S. port, crewmembers with no onshore U.S. residence are counted at the port of departure.

**Crews of U.S. flag maritime/ merchant vessels engaged in U.S. inland waterway transportation on Census Day**—Counted at the onshore U.S. residence where they live and sleep most of the time.

**Crews of U.S. flag maritime/merchant vessels docked in a foreign port or sailing from one foreign port to another foreign port on Census Day**—Not counted in the stateside census.

## **PEOPLE IN CORRECTIONAL FACILITIES FOR ADULTS**

**People in federal and state prisons on Census Day**—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in local jails and other municipal confinement facilities on Census Day**—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in federal detention centers on Census Day, such as Metropolitan Correctional Centers, Metropolitan Detention Centers, Bureau of Indian Affairs Detention Centers, Immigration and Customs Enforcement (ICE) Service Processing Centers, and ICE contract detention facilities**—Prisoners are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in correctional residential facilities on Census Day, such as halfway houses, restitution centers, and prerelease, work release, and study centers**—Residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**PEOPLE IN GROUP HOMES AND RESIDENTIAL TREATMENT CENTERS FOR ADULTS**

**People in group homes intended for adults (noncorrectional) on Census Day**—Residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in residential treatment centers for adults (noncorrectional) on Census Day**—Counted at the residence where they live and sleep most of the time. If residents or staff members do not have a usual home elsewhere, they are counted at the facility.

**PEOPLE IN JUVENILE FACILITIES**

**People in correctional facilities intended for juveniles on Census Day**—Juvenile residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in group homes for juveniles (noncorrectional) on Census Day**—Juvenile residents are counted at the facility. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the facility.

**People in residential treatment centers for juveniles (noncorrectional) on Census Day**—Counted at the residence where they live and sleep most of the time. If juvenile residents or staff members do not have a usual home elsewhere, they are counted at the facility.

**PEOPLE IN TRANSITORY LOCATIONS**

**People at transitory locations such as recreational vehicle (RV) parks, campgrounds, hotels and motels, hostels, marinas, racetracks, circuses, or carnivals**—Anyone, including staff members, staying at the transitory location is counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, or they cannot determine a place where they live most of the time, they are counted at the transitory location.

**PEOPLE IN WORKERS’ RESIDENTIAL FACILITIES**

**People in workers’ group living quarters and Job Corps Centers on Census Day**—Counted at the residence where they live and sleep most of the time. If residents or staff members do not have a usual home elsewhere, they are counted at the facility.

**PEOPLE IN RELIGIOUS-RELATED RESIDENTIAL FACILITIES**

**People in religious group quarters, such as convents and monasteries, on Census Day**—Counted at the facility.

**PEOPLE IN SHELTERS AND PEOPLE EXPERIENCING HOMELESSNESS**

**People in domestic violence shelters on Census Day**—People staying at the shelter (who are not staff) are counted at the shelter. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

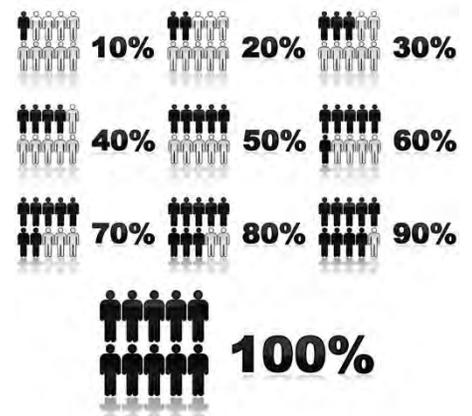
**People who, on Census Day, are in temporary group living quarters established for victims of natural disasters**—Anyone, including staff members, staying at the facility is counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the facility.

**People who, on Census Day, are in emergency and transitional shelters with sleeping facilities for people experiencing homelessness**—People staying at the shelter (who are not staff) are counted at the shelter. Staff members are counted at the residence where they live and sleep most of the time. If staff members do not have a usual home elsewhere, they are counted at the shelter.

**People who, on Census Day, are at soup kitchens and regularly scheduled mobile food vans that provide food to people experiencing homelessness**—Counted at the residence where they live and sleep most of the time. If they do not have a usual home elsewhere, they are counted at the soup kitchen or mobile food van location where they are on Census Day.

**People who, on Census Day, are at targeted nonsheltered outdoor locations where people experiencing homelessness stay without paying**—Counted at the outdoor location where they are on Census Day.

**People who, on Census Day, are temporarily displaced or experiencing homelessness and are staying in a residence for a short or indefinite period of time**—Counted at the residence where they live and sleep most of the time. If they cannot determine a place where they live most of the time, they are counted where they are staying on Census Day.



# How Census Data Are Used

*Census data is used extensively at all levels of government as well as the private sector.*

*Here are some examples:*

1. Reapportioning seats in the U.S. House of Representatives
2. Drawing federal, state, and local legislative districts
3. Drawing school district boundaries
4. Distributing over \$800 billion annually in federal funds and even more in state funds
5. Decision making at all levels of government
6. Planning budget for governments at all levels
7. Planning future government services; including planning and zoning forecasting
8. Forecasting population trends
9. Charting local demographic changes
10. Setting community goals
11. Planning urban land use
12. Designing public safety strategies
13. Estimating the number of people displaced by natural disasters
14. Creating maps to speed emergency services to households in need of assistance
15. Developing “intelligent” maps for government and business
16. Forecasting future transportation needs for all segments of the population
17. Planning for public transportation services
18. Forecasting future housing needs for all segments of the population
19. Determining areas eligible for housing assistance and rehabilitation loans
20. Establishing fair market rents and enforcing fair lending practices
21. Development of rural areas
22. Determining the local impact of military Base Realignment & Closure programs
23. Planning and researching for media as background for news stories
24. Evaluating programs in different geographic areas
25. Planning for hospitals, nursing homes, clinics, and locations of other health services
26. Designing facilities for people with disabilities, the elderly, or children
27. Planning health and educational services for people with disabilities
28. Assessing the potential for spread of communicable diseases
29. Distributing medical research
30. Setting a standard for creating both public and private sector surveys
31. Facilitating scientific research
32. Planning for school projects
33. Developing adult education programs
34. Providing genealogical research
35. Researching historical subject areas
36. Directing services to children and adults with limited English proficiency
37. Directing funds for services for people in poverty
38. Developing assistance programs for native populations
39. Developing assistance programs for low-income families
40. Helping community foundations identify the size and nature of their service areas
41. Spotting trends in the economic well-being of the nation
42. Planning investments and evaluating financial risk
43. Publishing economic and statistical reports about the U.S. and its people
44. Making business decisions
45. Attracting new businesses to state and local areas
46. Creating radius reports for business site locations
47. Understanding consumer needs
48. Understanding labor supply
49. Delivering goods and services to local markets
50. Providing proof of age, relationship, or residence certificates provided by the Census Bureau



# SAMPLE RESOLUTION

## 2020 Census Partnership

**WHEREAS** the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy;

**WHEREAS** \_\_\_(name of city or county)\_\_\_ is committed to ensuring every resident is counted;

**WHEREAS** federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data and housing;

**WHEREAS** census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for an accurate and fair redistricting of state legislative seats, county and city councils and voting districts;

**WHEREAS** information from the 2020 Census and American Community Survey are vital tools for economic development and increased employment;

**WHEREAS** the information collected by the census is confidential and protected by law;

**WHEREAS** a united voice from business, government, community-based and faith-based organizations, educators, media and others will enable the 2020 Census message to reach more of our citizens;

Now, therefore, **BE IT RESOLVED** that \_\_\_(name of city or county)\_\_\_ is committed to partnering with the U.S. Census Bureau and the State of Kansas and will:

1. Support the goals and ideals for the 2020 Census and will disseminate 2020 Census information.
2. Encourage all County residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Provide Census advocates to speak to County and Community Organizations.
4. Support census takers as they help our County complete an accurate count.
5. Strive to achieve a complete and accurate count of all persons within our borders

Adopted at \_\_\_(name of city or county)\_\_\_ Kansas this \_\_\_\_\_ day of \_\_\_\_\_.

# SAMPLE RESOLUTION

## Creation of the 2020 \_\_\_(name of city or county)\_\_\_ Complete Count Committee

**WHEREAS** the U.S. Census Bureau is required by the United States Constitution to conduct a count of all persons; and

**WHEREAS** the Census count requires extensive work, and the Census Bureau requires partners at the state and local level to insure a complete and accurate count;

**WHEREAS** the \_\_\_(name of city or county)\_\_\_ Complete Count Committee will bring together a cross section of community members who will utilize their local knowledge and expertise to reach out to all persons of our community;

**WHEREAS** the \_\_\_(name of city or county)\_\_\_ Complete Count Committee will work with the Census Bureau and the State of Kansas to strive for an accurate count.

**NOW THEREFORE, BE IT RESOLVED** that \_\_\_(name of city or county)\_\_\_ establishes a 2020 Census Complete Count Committee.

# Tips for Kansas Cities/Counties

While some of the experiences listed on the previous two pages could apply to any community in Kansas, here are some tips we've received from the National League of Cities. (It's good advice for counties too!)

## Collaborative Communication

Identify a "Census Point of Contact" and develop a communications link with the League of Kansas Municipalities to receive key information for Kansas Cities and Counties. Develop a communications link with the Kansas Census Partnership Specialist, to coordinate and cooperate on activities to "get out the count!"



Use city/county-run social media and communications channels to amplify census communication to maximize the self-response rate in your community. This may also include the communication of more tailored messages that are customized for your population. *The League of Kansas Municipalities will have social media advertising grants available to help municipalities share census communications within Kansas communities starting January 2020 (the League will also provide messages that are customized to Kansans and their communities).*

Support the enumerator and address canvasser recruitment processes by having workforce development boards identify viable candidates and provide application assistance. These efforts help provide the Census Bureau with qualified applicants who are representative of the communities in which they will be working. Finally, **use census data in public materials to show their value.** Once results of the 2020 Census are released, you'll be able to use the most authoritative and complete data on your city/county to inform policy and the broader community.

## Integrate City/County Departments

Use your own position to "get out the count." **Local elected officials are often the most trusted government representative** that residents hear from on a regular basis. Remind your constituents why participation in the 2020 Census is so important for themselves as well as their families, neighborhoods, and your community.

Start an interdepartmental team and **designate a lead coordinator from within existing staff** (this could be your Census Point of Contact) to facilitate an organized and integrated outreach effort. Choose someone from whom agency leaders can get answers to questions and guidance on effort the support the census.

**Alert your local law enforcement, emergency response and dispatch services** to handle calls from the community during in-person Non-Response Follow Up (NRFU). During this time (starting May 2020 through August 2020), enumerators will be canvassing door-to-door, potentially leading to increased 911 calls.





## Communicate with Your Public

**Leverage your Office of Communications and Public Affairs** to amplify census messaging and to counter potential disinformation. Your media presence and social media accounts may be especially trusted by members of your community.

**Work with local utility companies to include alerts and reminders in monthly mailings.** Utility records can be one of the best sources of accurate address information. In addition, their monthly service mailings can also be designed to include reminders for census participation during the early part of 2020.

## Public Schools and Libraries

Schools and libraries are great ways to get the word out about the 2020 Census. They interact with immigrant communities extensively and are trusted sources for census information. **Connect your schools and educational institutions with the Statistics in Schools program** where teachers can find classroom resources about the importance of the census and being counted so that students might learn and take the message home.



Also, with the availability of online census form submission, **libraries are the only source of internet access for many people in rural areas.** Make them a part of your Complete Count Committee team. **Host internet kiosks at libraries and other public buildings** to facilitate internet response to the census. Easy access to online submission portals is the best way to mitigate the *broadband access gap* for certain communities. Libraries, community centers, or social-service buildings and other community hubs can be places for residents to both get information about the census and be counted.



## Everyone counts!

**Reach out to *all* the faith communities. *All* the organizations and nonprofits serving people.** Don't let differences in faith or culture keep anyone from participating, or from being encouraged to participate in the 2020 Census.

Your community's count be more accurate, and the benefit from this unique, once-in-a-decade opportunity to work together on a shared goal will last well beyond the 2020 Census.

## GOT A TIP? SHARE IT!

[census@lkm.org](mailto:census@lkm.org)

# Glossary

## *The 2020 Census From A to Z*

### **Advance Letter**

A Census Bureau letter sent to alert households that the census questionnaire will be mailed or delivered to them soon.

### **American Community Survey (ACS)**

A monthly sample household survey conducted by the Census Bureau to obtain information similar to the long-form census questionnaire. The ACS is sent to a small percentage of the U.S. population on a rotating basis. First tested in 1995, it will replace the long form for the 2020 Census. Since 2004, ACS has provided annual data for social and economic characteristics for many geographic entities and population groups.

### **Census**

A complete enumeration of a population or business and commercial establishments, factories, farms, or governments in an area. (See decennial census.)

### **CCC**

See Complete Count Committee

### **Census Bureau**

An agency within the U.S. Department of Commerce and the country's preeminent statistical collection and dissemination agency. It publishes a wide variety of statistical data about people, housing, and the economy of the nation. The U.S. Census Bureau conducts approximately 200 annual surveys, conducts the decennial census of the United States population and housing, the quinquennial economic census, and the census of governments.

### **Census Day**

The reference date for collection of information for a census. For the decennial census, this has been April 1 of the decade year (year ending with zero) since the 1930 census. April 1, 2020 is the reference date, Census Day, for the 2020 Census.

### **Commitment**

An agreement or pledge to carry out a particular task or activity that will in some way help the census achieve its goals.

### **Complete Count Committee (CCC)**

A volunteer committee established by tribal, state, and local governments, and/or community organizations leaders to include a cross section of community leaders, including representatives from government agencies; education, business, and



religious organizations; community agencies; minority organizations; and the media. The committees are charged with developing and implementing a 2020 Census outreach, promotion, recruiting, and enumeration assistance plan of action designed to target and address the needs of their communities.

### **Confidentiality**

The guarantee made by law (Title 13, United States Code) to individuals who provide information to the Census Bureau, ensuring that the Census Bureau will not reveal information to others.

### **Decennial Census**

The census of population and housing taken by the Census Bureau in each year ending in zero. Article 1, Section 2, of the U.S. Constitution requires that a census be taken every 10 years for the purpose of apportioning the U.S. House of Representatives. The first census of population was taken in 1790.

### **Early Local Census Offices (ELCO)**

A temporary office opened to conduct early census operations such as check addresses and develop and refine the Master Address File for mailing census questionnaires.

### **Enumeration**

The process of interviewing people and recording the information on census forms.

### **Enumerator**

A Census Bureau employee who collects census information by visiting households during census field operations.

### **Governmental Unit (GU)**

A geographic entity established by legal action for the purpose of implementing specified general- or special-purpose governmental functions. Most governmental units have legally established boundaries and names. GU officials (elected or appointed) have the power to carry out legally prescribed functions, provide services for the residents, and raise revenues. To meet Census Bureau criteria, a government must be an organized entity that, in addition to having governmental character, has sufficient discretion in the management of its own affairs to distinguish it as separate from the administrative structure of any other governmental unit. To have governmental character, an entity must exist as a legally organized entity and have legally defined responsibilities to its residents.

### **Hard to Count (HTC)**

Groups or populations who have historically been undercounted and/or traditionally have not responded well to the decennial census questionnaire, such as ethnic/minority populations, renters, low-income, etc.

### **Hard to Enumerate (HTE)**

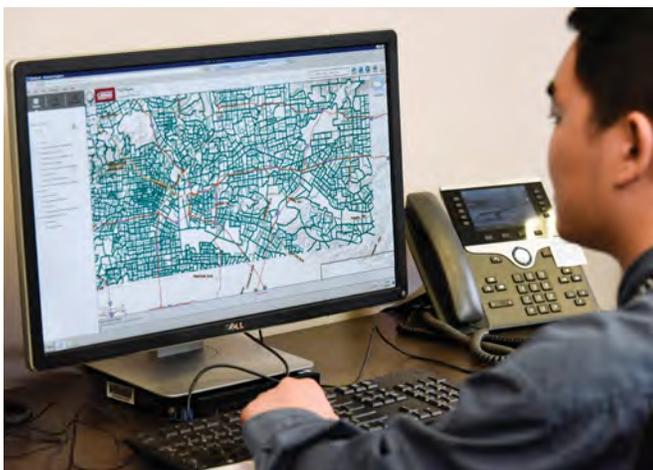
An area for which the environment or population may present difficulties for enumeration.

### **Highest Elected Official (HEO)**

The elected or appointed person who is the chief executive official of a governmental unit and is most responsible for the governmental activities of the governmental unit such as the governor of a state, chair of a county commission, or mayor of an incorporated place.

### **Household (HH)**

A person or group of people who occupy a housing unit as their usual place of residence. The number of households equals the number of occupied housing units in a census.



### **Housing Unit (HU)**

A house, townhouse, mobile home or trailer, apartment, group of rooms, or single room that is occupied as separate living quarters or, if vacant, is intended for occupancy as separate living quarters.

### **Local Census Office (LCO)**

A temporary office established to oversee census operations in a specific area. These operations include address listing field work, local recruiting, and visiting living quarters to conduct the 2020 Census.

### **LUCA**

Local Update of Census Addresses. Prior to the Census, local units of government check the Census Bureau's address list with their address databases and report changes to the Census Bureau.

### **Mailout/Mailback (MO/MB)**

A method of data collection in which the U.S. Postal Service delivers questionnaires to housing units, based on geocoded addresses (usually city-style mailing addresses) recorded in the Census Bureau's Master Address File. Residents are asked to complete and mail the questionnaires to a specified data capture center.

### **Mail Return Rate (MRR)**

The total number of households returning a questionnaire by mail divided by the number of estimated housing units that received a questionnaire by mail or from a census enumerator (the only units that can return a questionnaire). This measure cannot be finalized until the enumeration is completed, and the final number of occupied housing units is determined.

### **Master Address File (MAF)**

A Census Bureau computer file of every address and physical location, including their geographic locations, that will be used to conduct the next decennial census, as well as some ongoing surveys. This address file is updated throughout the decade and is supplemented by information provided by tribal, state, and local governments.

### **Nonresponse (NR)**

A housing unit for which the Census Bureau does not have a completed questionnaire and from which the Census Bureau did not receive a telephone or Internet response.

### **Nonresponse Follow-up (NRFU)**

A field operation designed to obtain a completed interview from households where a questionnaire was not returned. Enumerators will make personal visits to these households to obtain completed interviews. The enumerator will enter respondents' answers to interview questions or information about the status of

the housing unit (for example, vacant or nonexistent). If all attempts to contact the residents of a household are unsuccessful, an enumerator will obtain as much information as possible about the household from a neighbor, building manager, or another reliable source.

**Partner**

A partner is a group or individual that commits to participate in some way with census activities.

**Partnership**

An agreement with tribal, state, and local governments, national organizations, and community groups (faith-based organizations, businesses, media, schools, etc.) that allows their active participation in various census activities.

**Partnership Specialist**

The Partnership Specialist takes a lead role in outreach and promotional efforts before and during census operations. Their main duties are increasing awareness and outreach in communities and gaining cooperation and participation from those communities.

**Privacy Act**

The Privacy Act of 1974 requires that each federal agency advise respondents of their rights. Specifically, every respondent must know under what law the information is being collected, how the information will be used, whether he or she must answer the questions, and the consequences of not answering the questions.

**Questionnaire Assistance Center (QAC)**

A center established by a local census office to assist people with completing their questionnaires. For Census 2000, the centers were established in community centers, large apartment buildings, churches, and so forth. The centers are staffed by Census Bureau employees. QAC's are open when census questionnaires are mailed, about 4 weeks from mid-March to mid-April 2020.

**Regional Census Center (RCC)**

One of 12 temporary Census Bureau offices established to manage census field office and local census office activities and to conduct geographic programs and support operations.

**Regional Office (RO)**

One of 12 permanent Census Bureau offices that direct and advise local census offices for the 2020 Census. The Regional Office also conducts one-time and ongoing Census Bureau surveys, such as the Current Population Survey (CPS), which is used to publish unemployment figures each month, and the American Community Survey (ACS), a nationwide survey designed to obtain information similar to long-form data and to provide communities a fresh, more current look at how they are changing.

**Respondent**

The person who answers the Census Bureau's questions about his or her living quarters and its occupants. The respondent is usually the member of the household who owns or rents the living quarters.

**Statistics in Schools (SIS)**

A national program component of the 2020 Census with an emphasis on kindergarten through eighth grade students in schools located in hard to count areas. The purpose of Census in Schools is to educate all of the nation's K-12 students about the importance of the 2020 Census.

**SDC**

State Data Center, Kansas' liaison with the US Census. It is a division of the Kansas State Library.

**Title 13 (U.S. Code)**

The law under which the Census Bureau operates. This law guarantees the confidentiality of census information and establishes penalties for disclosing this information. It also provides the authorization for conducting censuses in Puerto Rico and the Island Areas.

**Value Added**

Refers to any service or activity provided by partners that would ordinarily require payment such as room/ space for testing or training, use of staff time, and use of other business resources.

