Hillsborough County
City-County
Planning Commission

Introduction to the 2020 Census

Terry Eagan & Norín Dollard

Why We Do a Census

- Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three years after the first meeting of the Congress of the United States, and within every subsequent term of ten years, in such manner as they shall by law direct.

- Key Purpose is Apportioning the US House of Representatives.
- First Census was conducted in 1790

Also About Fairness

- Fundamental element of Federal legislation
- Some examples:
  - Voting Rights (Voting Rights Act)
  - Civil Rights
  - Fair Housing Act

And About Funding

COUNTING FOR DOLLARS 2020:

FLORIDA

$948.00

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

Total Program Obligations: $44,193,384,025

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		**$43,230,115,093**			
Medical Assistance Program (Medicaid)	HHS	$13,647,918,000	Community Facilities Loans/Grants	USDA	$6,309,050
Federal Direct Student Loans	ED	$4,906,013,706	Supporting Effective Instruction State Grants	ED	$101,017,766
Supplemental Nutrition Assistance Program	USDA	$5,216,754,147	Crime Victim Assistance	DOJ	$137,108,287
Medicare Suppl. Medical Insurance (Part B)	HHS	$6,212,378,586	CDBG Entitlement Grants	HUD	$107,967,091
Highway Planning and Construction	DOT	$1,903,288,624	Public Housing Capital Fund	HUD	$54,630,000
Federal Pell Grant Program	ED	$1,737,600,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	$111,379,297
Section 8 Housing Choice Vouchers	HUD	$878,547,000	Water and Waste Disposal Systems for Rural Communities	USDA	$28,117,320
Temporary Assistance for Needy Families	HHS	$562,340,120	Social Services Block Grant	HHS	$98,297,450
Very Low to Moderate Income Housing Loans	USDA	$608,013,181	Rural Rental Assistance Payments	USDA	$67,680,847
Title I Grants to LEAs	ED	$802,560,933	Business and Industry Loans	USDA	$102,991,000

How do we use Census data?

- Distribute funding to state and local governments
- Redistrict state legislative districts
- Forecast future transportation needs for all segments of the population
- Determine areas eligible for housing assistance and rehabilitation loans
- Assist federal, tribal, state and local governments in planning and implementing programs, services and emergency response.
- Design facilities for people with disabilities, the elderly and children.
- Redistrict for new City Council districts.

Additional Uses

- Drawing Congressional, state, and local legislative districts
- Basis for population projections
- Informing the decisions of governments, business, and non-profits regarding numerous topics.

What information is collected?

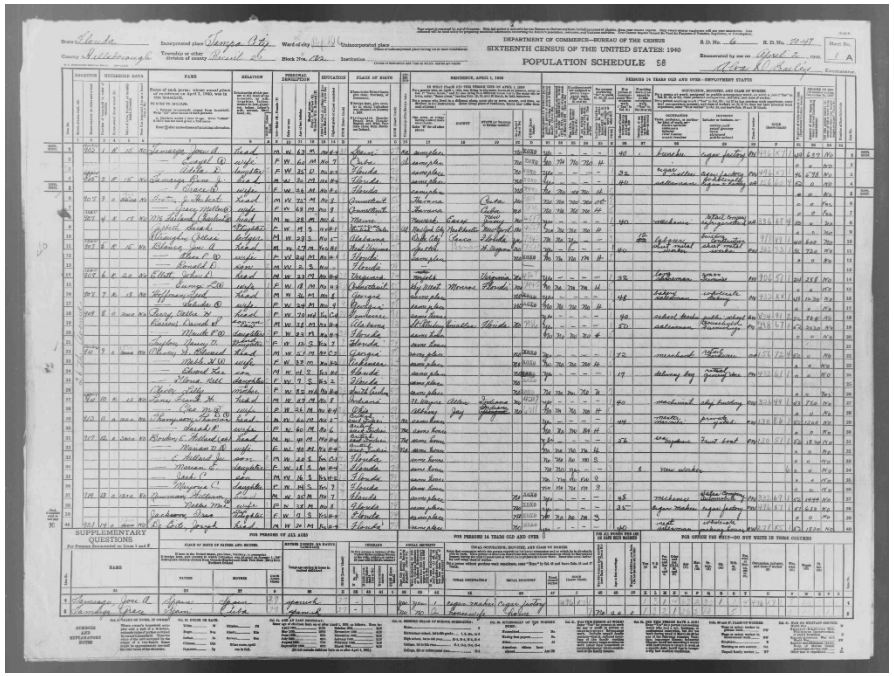
- Number of people at address
- Any additional people living or staying there
- Own or rent
- Phone number
- Information for each person living in the residence

2020 Census doesn’t replace ACS

- 2020 Census is equivalent to “short form”
- American Community Survey is equivalent to “long form”

Census is confidential

- Protects information for 72 years
- Census is used by genealogists.



New Ability to Self Respond

Internet

Phone

Paper Form

In-person

Multiple languages including English will be supported

How the Census Will Contact

- March 12-20 – Invitation to the Census
- March 16-24 – A Reminder Letter
- March 26-April 3 – A Reminder Postcard
- April 8-16 – Reminder Letter & Questionnaire
- April 20 – 27 – Final Reminder Postcard

April 1 – “Census Day”

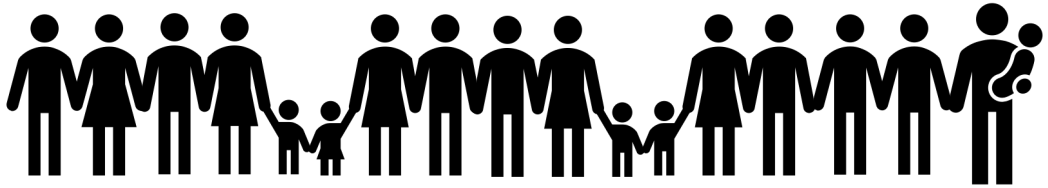
- April 1 is a reference day
- Householders responded in mid-March
- January 21, 2020 remote parts of Alaska began
- Counts people where they live and sleep

Three Main Reasons People Aren’t Counted

- Census doesn’t have an address
- Householders Fail to Respond
- Participants submit a partial response

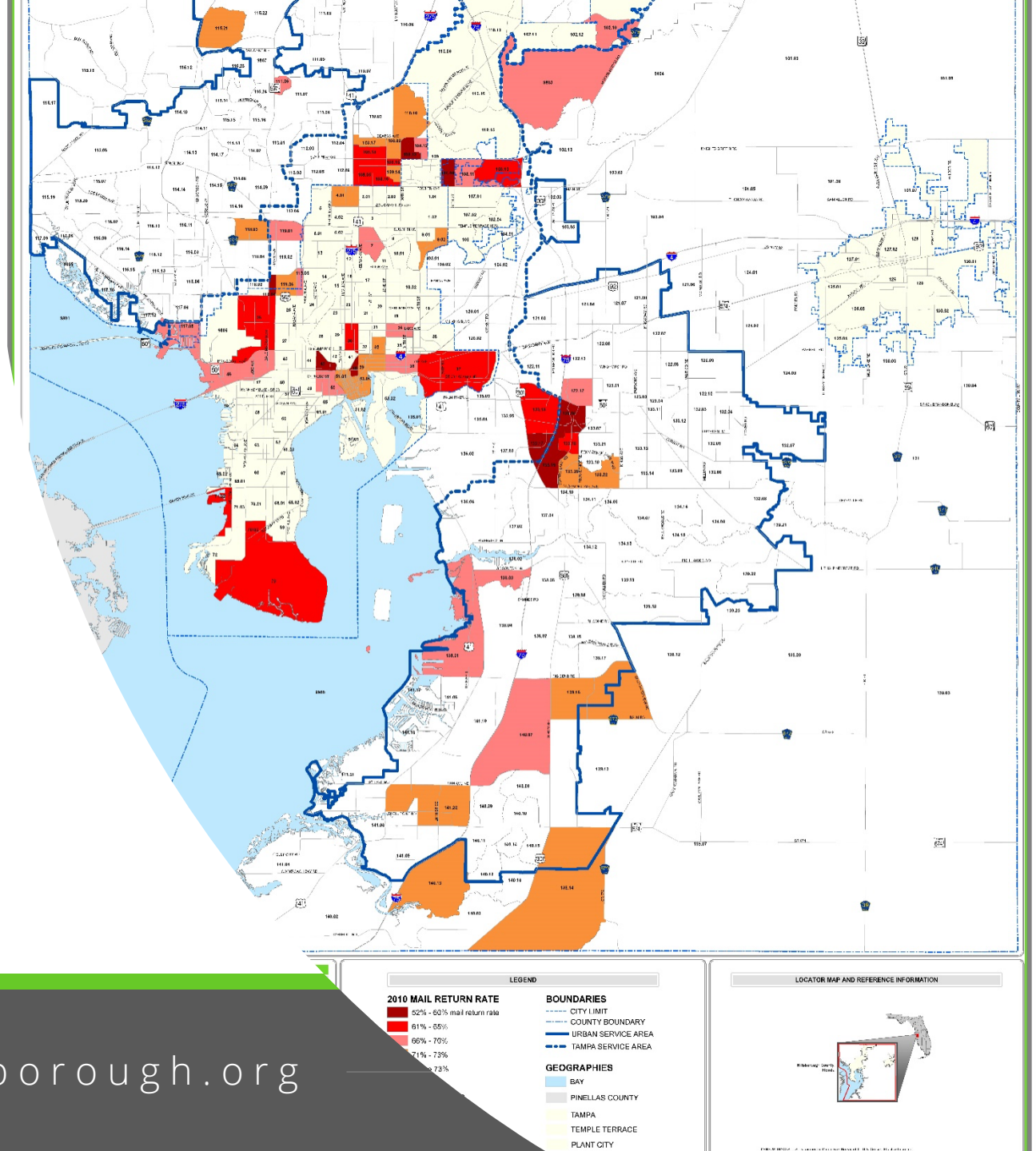
Hard-to-Count Populations

Communities of Color	Children under 5	Persons who do not speak English fluently
LGBTQ+	Undocumented Immigrants	People with disabilities
People experiencing homelessness	Tribal members	Rural Communities



Where are the Hard-to-Count Populations?

- University Area
- College Hill/East Lake/Orient Park
- Palm River/Clair Mel
- West Tampa
- Brandon
- Ruskin/Wimauma



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Complete Count Committee (CCC)

Complete Count Committee Structure

Main Chair – “Trusted Voice” County Commissioner Les Miller

In the Community and Local Government

Liaison – “Resource Coordinator” Brandon Wagner

Between Core Staff and other Subcommittees
More time commitment needed

Partnership Specialist Constance Hill

Available for all Committee needs
Go-to resource for any questions, comments, concern
In direct contact with the U.S. Census Bureau

Subcommittees

Targets specific populations
5 Subcommittees created

Public Service and Education Subcommittee Purpose

Focus on specific populations and neighborhoods

Emphasis on undercounted populations

Increase participation rates in the Census

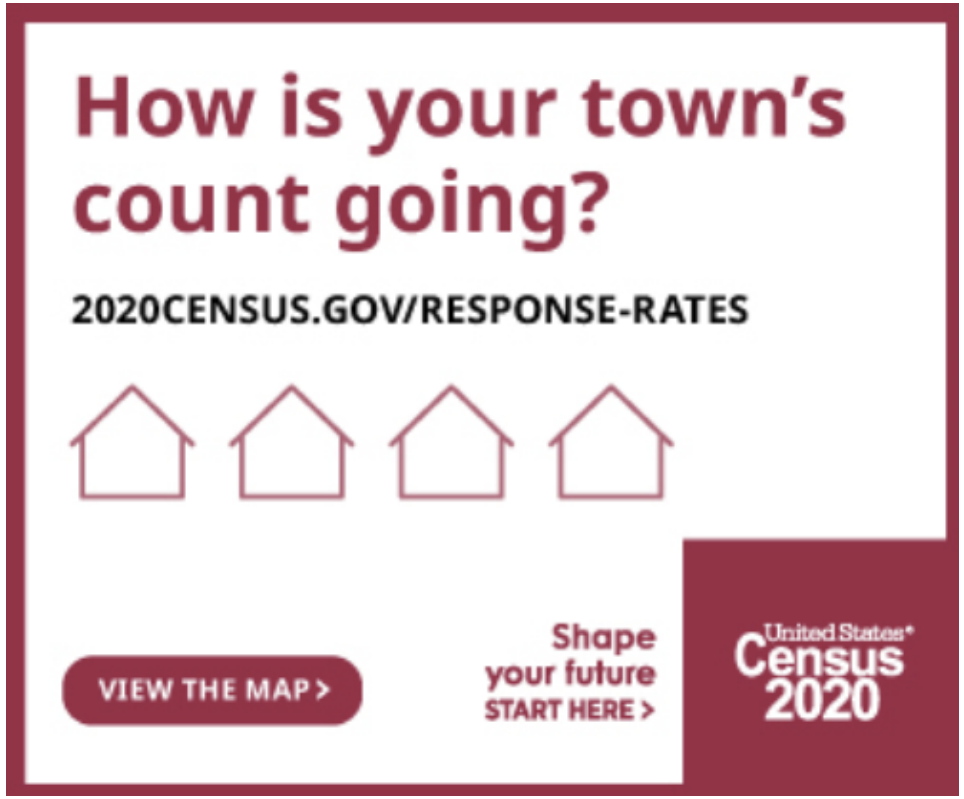
Activities

- Biweekly meetings
- Initial focus – increase awareness, e.g., Café con Tampa
- Energize and educate school district to promote the census
- Wrote grants to get materials for outreach (LWVF and PTA fiscal agents)
    - now included with weekly food distribution
    - Census Town Hall (virtual)
    - Connecting to the Faith CCC sub-committee to maximize reach

What can you do?

- Personally – reach out to friends, family, your faith community through personal appeal, as well as through social media
- Organization – make sure everyone in your organization has completed theirs, incorporate info into newletters, add to email signatures
- Community – keep your community focused on hard to count areas using custom maps (like Terry's) or Census Bureau maps (https://2020census.gov/en/response-rates.html?cid=23761:census%20response%20rates:sem.ga:p:dm:en:&utm_source=sem.ga&utm_medium=p&utm_campaign=dm:en&utm_content=23761&utm_term=census%20response%20rates)
- Reach out to your local Complete Count Committee to get involved

Get more shareable resources like this one: https://2020census.gov/en/partners/outreach-materials.html



Resources

- 2020census.gov – all audiences
- https://flcounts.com/ for Floridians
- Countallkids.org – focus on children
- https://naleo.org/census2020/ - focus on Hispanic and Latino communities
- https://www.naacp.org/2020-census/ - focus on African – American communities
- http://www.ala.org/advocacy/govinfo/census – library resources

Questions

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