United States Census 2020

Local Action Guide

KANSAS COUNTS
CENSUS2020

www.KansasCounts.org

What's Inside:

- How to Form a Complete Count Committee
- Census Contacts for Your Community
- Census 101: What You Need to Know
- Boundary and Annexation Survey - Due May 31, 2019!

Prepared by

THE LEAGUE OF KANSAS MUNICIPALITIES
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Action Guide #1
May 2019

Counting Everyone Once, Only Once, and in the Right Place

United States Census 2020

KANSAS COUNTS CENSUS2020

By Wendi Stark, Census Outreach Manager, League of Kansas Municipalities

It's not too early to start planning for the 2020 Census and the League of Kansas Municipalities is already working to support local governments' efforts to prepare for the decennial census, occurring on April 1, 2020.

The Kansas Health Foundation (KHF) recently awarded the League a grant for a statewide educational campaign on the importance of participating in the 2020 Census and highlighting the connection between population data and federal funding for Kansas community resources. Through grant funding, the League hired a Census Outreach Manager to implement research, education, campaign creation and implementation, campaign management, and mini-grants to cities for localized campaign promotion, and training of city/county government officials.

About the Census

The census is required by the U.S. Constitution and has occurred every 10 years since 1790 in the U.S. It is used to determine the number of seats each state has in the U.S. House of Representatives; how federal, state, and local districts are redrawn; and for the appropriation of federally funded programs. A study published in January 2019 by George Washington Institute of Public Policy shows that in 2016 Kansas received $6,054,507,586 from 55 large federal spending programs, approximately $2,082 for each person in the state. For an average household of 2.52 residents in Kansas, this equates to approximately $52,466, over 10 years, lost for every household in your city that is undercounted in the 2020 Census.

Barriers to a Complete and Accurate Count

There are many reasons residents do not participate in the census. Studies show barriers that most frequently prevent involvement in the census which include: language barriers, mistrust in government, privacy/cybersecurity concerns, physical barriers such as inaccessible multifamily units and gated communities, nontraditional living arrangements, and lack of reliable broadband or internet access. Local governments are the key to overcoming some of these obstacles and can help reassure local residents that their participation truly matters and that not being counted can mean their community will have less resources to provide the many services already provided through federal and state funding formulas, which are based on population data.

Based on 2010 Census response rates, certain communities have been designated "hard-to-count" (HTC). Approximately 10% of Kansas' current population lives in HTC neighborhoods. A large percentage of under-represented populations reside in such communities, including more than 80,000 Kansas Latinos, 54,000 Kansas African Americans, and 26,000 Kansas children under age five.

Additional HTC groups include non-English speakers; immigrants; renters and residents who move often; alternative or overcrowded housing units; gated communities and publicly inaccessible multifamily units; persons displaced by natural disasters; persons experiencing homelessness; young mobile adults; and single-parent headed households.

Why Local Governments Must Get Involved

Census data directly impacts the funding your city will receive over the next decade. Additionally, the census provides the most reliable and complete data for research, decision-making, and planning for both the public and private sectors.

All levels of government use census data to understand the demographic composition of a community and constituency. School districts use data for education planning; local governments use the collected data to plan for infrastructure and transportation projects; and state and federal governments allocate resources using population data as a way to provide financial assistance where

needed. Population data is used for emergency preparedness, disaster relief, and resiliency planning; local governments use the data collected on structures for zoning and permitting processes; and data is also used for the measurement of the success and outcomes of local programs and initiatives.

For community stakeholders such as universities, medical facilities, non-profit organizations, and utilities, census data is used for the distribution of medical research and planning (public health tracking, vaccinations, disease control, etc.); reporting on socioeconomic research on communities; design of educational curricula; and for statistics and metrics used in journalism and news reporting.

In the business community, companies use population data for supply chain and logistics management; analysis when determining new markets and where to expand; forecasting sales and growth projections; and for placement and siting of retail outlets and logistics facilities; and workforce development.

What the League is Doing to Support Census Efforts

Since March, the League has been working to connect with other groups who are working on census participation efforts. We will be conducting webinars the remainder of this year to educate and inform local government leaders about census issues and how to get your community involved and engaged.

Together, with State Partnership Specialists from the U.S. Census, we will offer training for city/county government officials and provide informational support to cities about the 2020 Census. As part of our grant funding, the League will provide cities with both personalized and general graphics, messaging, videos, and other communication tools to use in city publications, social media, and other outlets. We encourage you to use these tools to promote participation in the census in your local community.

It is important that cities participate in the 2020 Census, you are the trusted voices in your community! Let's prepare together for Census Day 2020 – April 1, 2020.

Contact Wendi Stark to share your census point of contact, obtain information on how to form a census Complete Count Committee, provide ideas or suggestions on how to reach HTC residents, increase community engagement, or any questions you may have about the 2020 Census.

Sources:

[1] The George Washington Institute of Public Policy, "George Washington University, Counting for Dollars 2020: Kansas, Allocation of Funds from 55 Large Federal Spending Programs," *https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_KS.pdf*

[2] "The National League of Cities, Municipal Action Guide: Preparing for the 2020 Census," *https://www.nlc.org/sites/default/files/2018-11/CS_CENSUS_MAG_FINAL_1116.pdf*

3 Ibid.

4 Ibid.

Wendi Stark *is the League's Census Outreach Manager. She can be reached at census@lkm.org or (785) 409-9868.*

Need Census Help? Contact Us for Assistance.

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CENSUS 101: WHAT YOU NEED TO KNOW

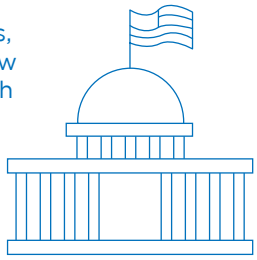
The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

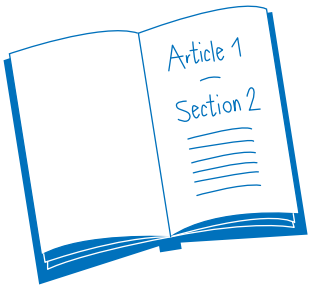
Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

It's about fair representation.

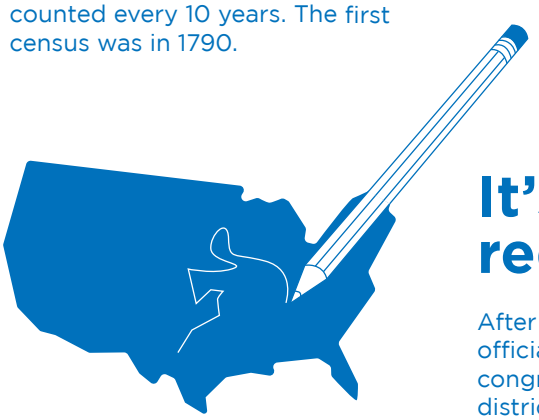
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.





It's in the constitution.

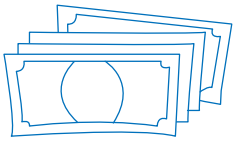
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

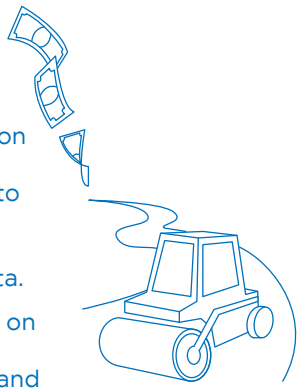


It's about redistricting.

After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

It's about $675 billion.



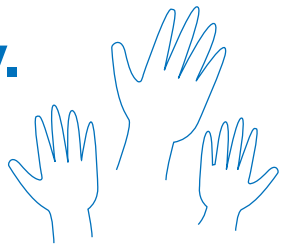


The distribution of more than $675 billion in federal funds, grants and support to states, counties and communities are based on census data.

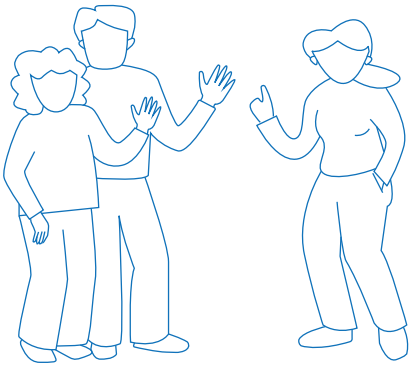
That money is spent on schools, hospitals, roads, public works and other vital programs.

Taking part is your civic duty.

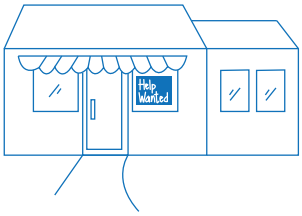
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



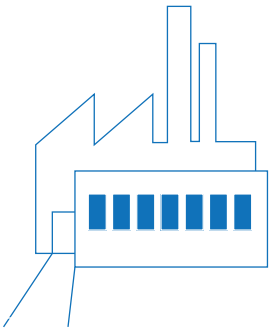
Census data are being used all around you.



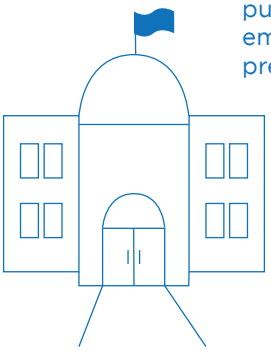
Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.



Businesses use census data to decide where to build factories, offices and stores, which create jobs.



Local governments use the census for public safety and emergency preparedness.

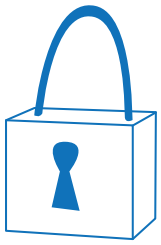


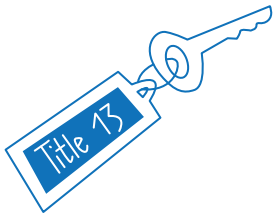
Real estate developers use the census to build new homes and revitalize old neighborhoods.

Your privacy is protected.

It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

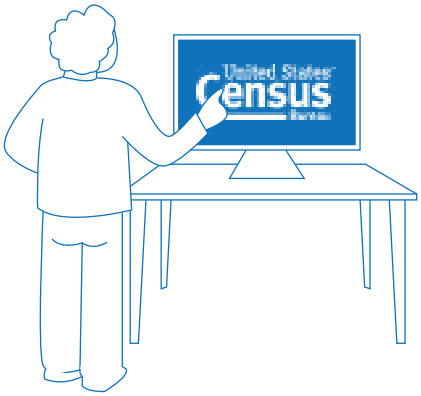
By law, the Census Bureau cannot share your answers with any other government agency.





2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

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

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Best Practices

Forming Your Local Complete Count Committee

Portions Reprinted from the Census Guide for Complete Count Committees

Right now, all local governments in Kansas should have, or be forming, a Complete Count Committee (CCC) for the 2020 Census. The expertise and local knowledge of the community are essential to ensuring an accurate count for your city. As stated previously in the article about the 2020 Census on page 110, population data plays a very important role in determining the allocation of hundreds of billions of federal dollars over a decade. There is a significant cost to your community if your city is undercounted. That's where Complete Count Committees fit into the picture.

CCC's are volunteer committees established by tribal, state, and local governments and community leaders or organizations to increase awareness and motivate residents to respond to the 2020 Census. CCC's serve as state and local "census ambassador" groups that play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level. The U.S. Census Bureau cannot conduct the 2020 Census alone.

The volunteers on the CCC know your community; they have local knowledge, expertise, and influence among the community and the hard-to-count populations which are unique to your geographic area. CCC members should set clear, achievable goals and objectives that are reasonable for your community. The committee should identify areas of the community that may need extra efforts, either a geographical area or a population group that might be hard to count. CCC can use a "grassroots" approach working with community-based organizations and groups who have direct contact with households who may be hard to count.

Some CCC's create promotional materials and products customized for the local area (Note: The League will provide your CCC with materials to use for your community). CCC's may consider holding special events or partnering with other community stakeholders to increase awareness of the census and its benefits and motivate response through social media, newsletters, and other communications.

CCC's speak the language of and know the pulse of its community, therefore establishing an information highway that even the internet cannot rival — neighbor informing neighbor. Involving local media sources on the CCC is a great way to generate news articles and keep census efforts in the news.

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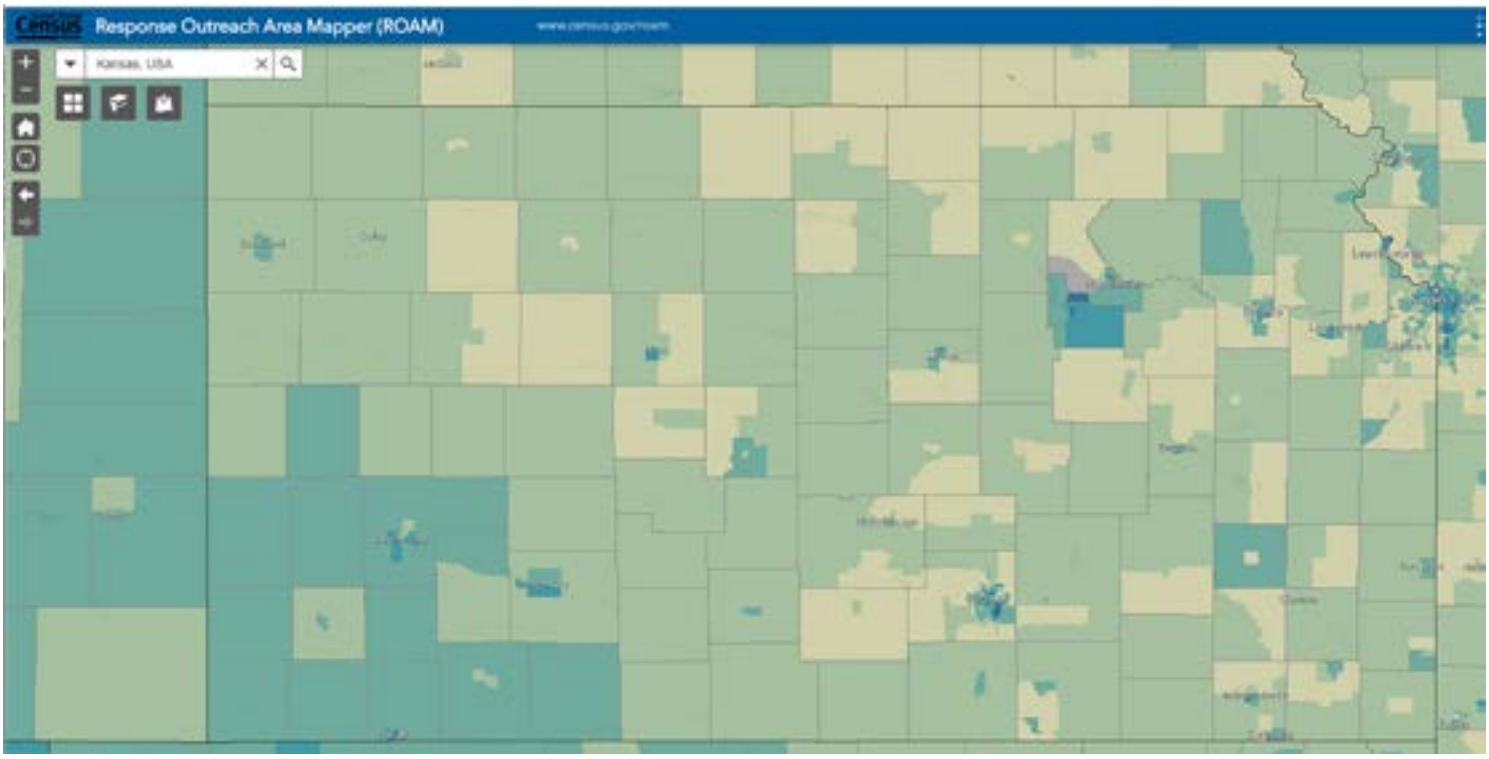
Your local CCC will help ensure an accurate 2020 Census count, gain valuable knowledge about the census process at the local level, and develop a plan to impart that knowledge to each and every household as only neighbors and fellow stakeholders can. Make sure you are involving a local CCC to maximize participation and response rates by increasing awareness throughout the 2020 Census.

If you need assistance in setting up a Complete Count Committee, contact your Census Partnership Specialist (see page 111 or contact the League's Census Outreach Manager, Wendi Stark, at *census@lkm.org)*. Coming this summer, visit *www.KansasCounts.org* for downloadable materials for your CCC to use in utility bills, on social media, and other ideas for awareness. Please let Wendi know who your CCC point of contact is for communication purposes.



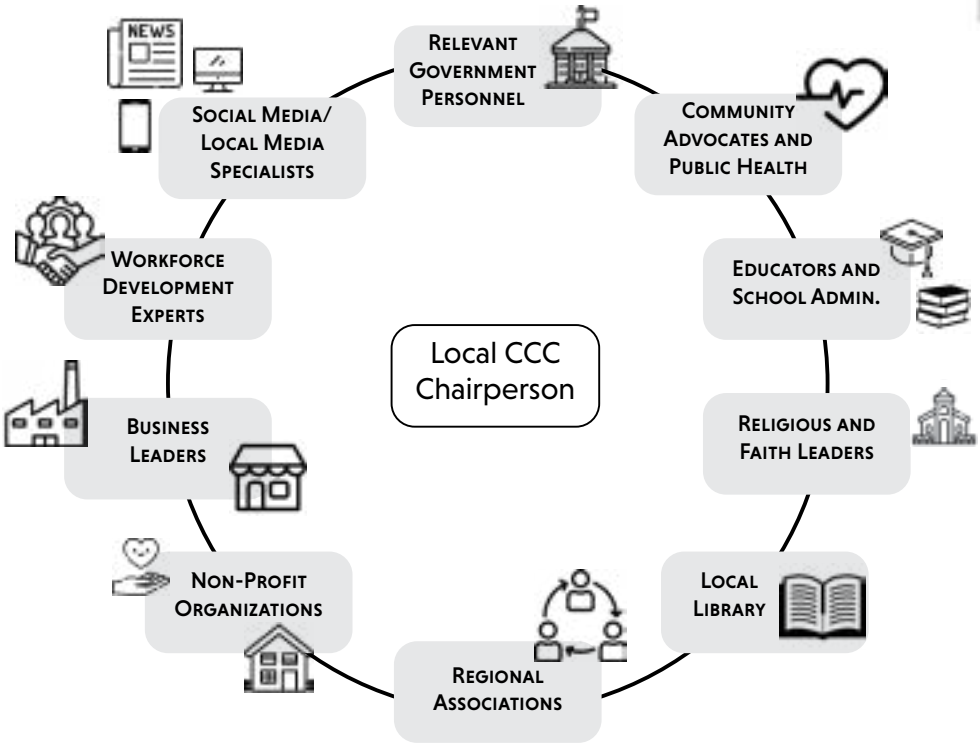
This map shows the State of Kansas projected mail-in response rate for the 2020 Census. Areas shaded darker are projected to have lower mail-in response rates. This map will be updated in real-time for the 2020 Census efforts. Complete Count Committees can use this data to see an area's mail-in response rate. This is helpful because local committees can identify areas that need more communication and follow-up to complete the census. This web-based tool is available at https://www.census.gov/roam.

Predicted Mail Non-Response Rate (%)

Low Response Score by 2016 Census Tract (2018 Planning Database)

- 30.0 to 49.1
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0.0 to 15.9
- Not Calculated

Who Should Participate in Your Local Complete Count Committee?



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Find free, downloadable messaging and graphics for your use at *www.KansasCounts.org.*

Help Kansas Count!

There are many resources available to local governments to gather census data and ideas for outreach and awareness. We've pared down the abundant resources available to a few we think are most helpful and usable for Kansas.

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Find free, downloadable messaging and graphics for your use at *www.KansasCounts.org*. Resources include social media posts, pre-scripted messages for local government publications and websites, videos, and other materials. Also follow Kansas Counts on Facebook, Twitter, and Instagram to easily share content with your local community. This page will be co-managed by the Department of Commerce and the League.

Find downloadable information to share with your community on the U.S. Census Bureau website for partners. The Census Bureau offers materials for both english and non-english speaking populations that can be downloaded for your use. There are multiple resources for promotional materials, web-enabled content, and fact sheets that explain different aspects of the census. Visit *https://www.census.gov/partners/2020-materials.html* to view materials.

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SDC
The U.S. Census Bureau's Premier Local Partner

Want to dive deep into data for your community? Visit these webpages for data. Also, use the Census' Response Outreach Area Manager (ROAM) tool online which was developed to help identify hard-to-count areas. ROAM can be searched by state, county, city (place), or census tract. *https://www.census.gov/roam*

State Data Center Clearinghouse: Provides great examples of census materials, created by states across the country, to promote the 2020 Census. *https://sdcclearinghouse.com/ready-for-2020-census/*

Kansas State Data Center: Provides specific data for Kansas and is the official resource for Kansas census data. *http://www.ipsr.ku.edu/ksdata/census/2020/*

Census participation and ensuring a complete count comes down to dollars and cents for your community. As directed by Congress, several hundred federal financial assistance programs rely on data derived from the Decennial Census to guide the geographic distribution of funds to states, counties, cities, and households. To better understand the fiscal impacts of the upcoming 2020 Census on states and local areas, the Counting for Dollars Project at The George Washington Institute of Public Policy identifies federal programs that are distributed by the decennial census. View the reports online at *https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds.*

GW INSTITUTE OF PUBLIC POLICY

NLC NATIONAL LEAGUE OF CITIES
CITIES STRONG TOGETHER

The National League of Cities offers a downloadable guide for cities to prepare for the count. Download the guide at *https://www.nlc.org/resource/cities-count-preparing-for-the-2020-census.*

Social Media Grants to Cities!

As part of our Kansas Health Foundation funding, The League of Kansas Municipalities will be providing direct grants to Kansas cities to purchase social media advertising for the census outreach/education efforts through your city social media platforms.

Why? Your city is a known, trusted, and local source of information. A local voice is the best source to encourage census participation and we hope you'll use all the tools we are offering to share the message that your community depends on everyone being counted in the census once, only once, and in the right place!

Grants will be awarded in January 2020. Look for the announcement of the social media program and your opportunity to apply this summer!

More info: *www.lkm.org/page/census-grants*

TO DO:

Has your city and county completed the Census Boundary and Annexation (BAS) survey? You have until May 31, 2019 to complete it! The BAS is the primary way that local, county, and tribal governments ensure that their legal boundaries — and consequently, their official population counts — are correctly recorded with the federal government. Every year, governments use the BAS to update their legal boundaries and official names. Remember for every household missed in your city, you could miss out on approximately $52,466 in federal funding over the next 10 years.

If you need access to see if your city/county has submitted the BAS, contact the Census Bureau at (800) 972-5651. If you need assistance completing the survey, your city can contact Xan Wedel at the Kansas State Data Center at *KansasSDC@ku.edu*.

Our Local Complete Count Committee

Think about who would be best to serve in your community in these areas:

Social Media/ Local Media Specialists

Workforce Development Experts

Relevant Government Personnel

Community Advocates and Public Health

Educators and School Admin.

Religious and Faith Leaders

Local Library

Regional Associations

Non-Profit Organizations

Business Leaders

What Groups Will Be Hard to Count in Our Community?