

OLD JAMESTOWN ASSOCIATION 2020 CENSUS DISCUSSION

Wednesday, March 4, 2020

Black Jack Fire Protection District





North County Inc.'s Role

We are working with key community stakeholders to increase the knowledge about the importance of the Census and the cost to our community when under-counted.

We are working with key community industries to help them to develop a scope of work specifically for those they employ and serve.

2020 Census: Who is Counted?

- The Census counts all persons who live in the United States on April 1, 2020, regardless of citizenship or immigration status
 - The citizenship question is not on the 2020 Census
- People are counted at their “usual place of residence”



Why it Matters to Missouri

- Distribution of federal resources
- How congressional seats are decided
- Accurate data for strategic decision-making



Why it Matters to You



When we all respond, Missouri gets more money to pave our roads and rebuild bridges.



When we all respond, our health care programs and community health centers get more funding to take care of our family, friends, and neighbors. When we're not all counted, hospitals could close, forcing people to drive hours to get care.

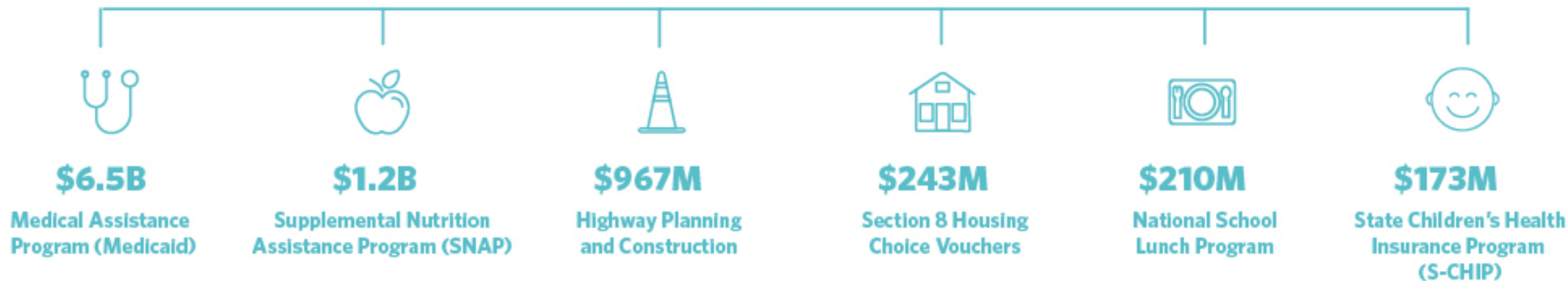


When we all respond, our schools get important funding to take care of our kids. This includes afterschool programs and lunches for children.

Missourians Rely on Federal Dollars

\$16.5 Billion

Federal Program Obligations (Fiscal Year 2016)



This information adapted from Counting for DollarsSM, and does not include all federal program dollars.


2020 Census: Missouri Counts

What's at Stake

- The Census happens every 10 years. If we aren't all counted in 2020, Missouri will be shortchanged for the next decade.
- For every adult and every child that is not counted, our state will lose \$1,300 in federal dollars every year. That adds up to \$13,000 per person over the next 10 years. Those are funds that we won't get for our roads and bridges, hospitals, and schools.
- In 2010, Missouri lost a seat in Congress because not everyone was counted. We can't risk losing another voice for Missouri in Washington, D.C.



The Details

- You can respond starting mid-March 2020 
- You will be able to respond online at 2020Census.gov, by phone, or by paper form.
- The Census asks nine simple questions about the people living in your household.
- The Census counts all persons who live in the United States on April 1, 2020, regardless of citizenship or immigration status.

WHAT YOU WILL GET IN THE MAIL

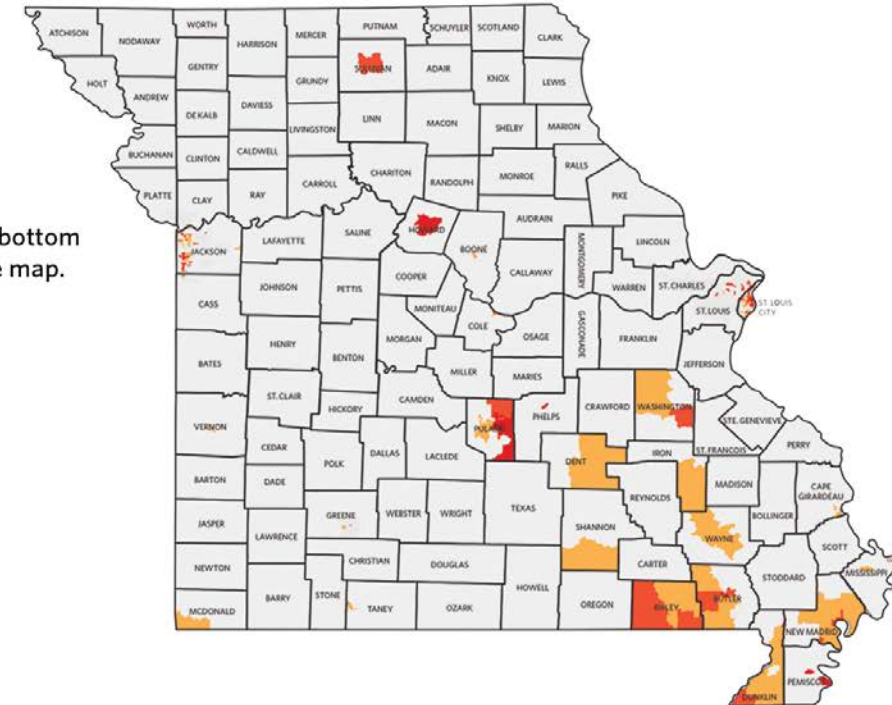
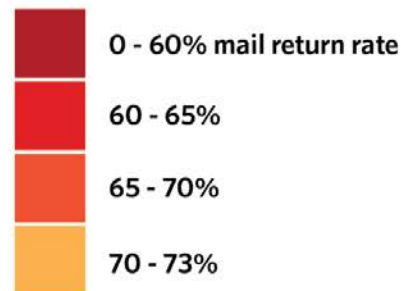
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also get paper questionnaires.)
March 16-24	A reminder letter.
If you haven't responded yet:	
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in-person.

Traditionally Undercounted Populations

- Low income
- Rural
- Children under 5
- Homeless
- Older adults
- Communities of color
- Renters/multifamily housing
- Limited English proficiency
- People with disabilities
- Immigrant population

Missouri's Hard-to-Count (HTC) Map^v

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map. Tracts with >73% return rate are not displayed.



New in 2020

Considerations

- First high-tech Census
- Fewer canvassers and limited outreach
- Rural communities face multiple barriers
 - Broadband
 - Canvassing difficulties
 - P.O. Box usage

Opportunities

- Some households with limited internet access or older adults will get the Census questions by mail or hand-delivered to their home.
- The Census will be available online and by phone in 13 languages. The paper version for mailing will be available in English and Spanish.

What's Happening Statewide

Missouri Complete Count Committee (CCC)

- Through Gov. Parson's office
- Statewide media and messaging
- Partner mapping tool
- Event tracking



Want our community to get more money for hospitals, roads, and schools?

Respond to the 2020 Census. Missouri is counting on us.

The Census happens once every 10 years. It's our chance to make sure our community gets the money we need to:

- Fund our health care centers and hospitals
- Fix our roads and bridges
- Support after-school programs and lunches for children

For every adult and every child that is not counted in the Census, our state will lose \$1,300 in federal dollars each year.

Respond by phone, mail, or online at 2020Census.gov

Powered by Missouri Foundation for Health



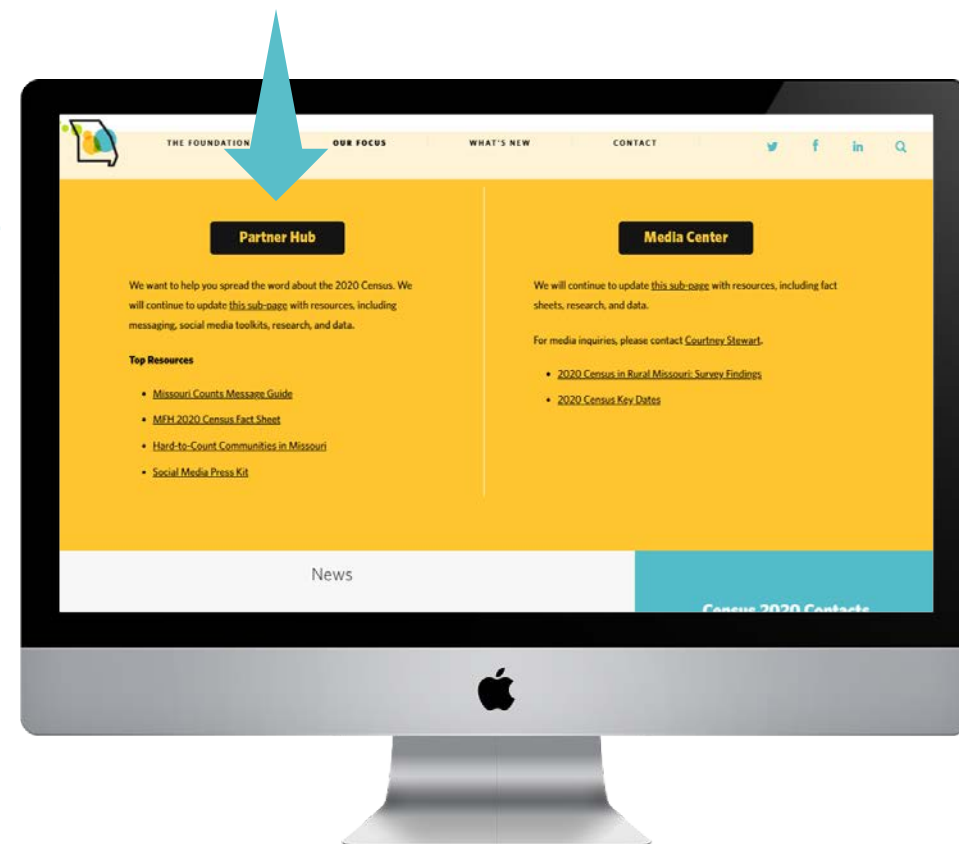
Learn More & Get the Word Out!

Missouri Foundation for Health resources: www.mffh.org/census

U.S. Census Bureau Outreach Materials:
2020census.gov/en/partners/outreach-materials

St. Louis County Census Website:
census-2020-stlcogis.hub.arcgis.com/

Interactive Hard to Count Map:
censushardtocomapmaps2020.us



Examples of Census Activities

- Display messages on outdoor signage
- Place information in lobby/common areas
- Message in church program
- Form a Census committee
- Use existing communication channels (i.e. email, newsletters, bulletin boards, etc.)
- Social Media posts
- Set up computer banks
- Establish Census Participation Day for employees or clients
- Share job info with students
- Announce importance at all meetings
- Census info on your website

Contact Information

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THANK YOU!