Data for a Strong Economy: Securing an Accurate 2020 U.S. Census

Gillian Winbourn
Project Director

M. Michael Cooke
Colorado State Director

Together We Count

READY NATION
COUNCIL FOR A STRONG AMERICA
Census Uses

Redistricting

**COLORADO**
In FY2016, Colorado received $13,087,705,849 through 55 federal spending programs guided by data derived from the 2010 Census.

Formula funds $2,800 per person, per year to Colorado (updated)

Used by business to make marketing and development decisions

Philanthropy uses data to prioritize programs to serve communities
Census 2020 Timeline

- **One year before official Census Day**
  - April 1, 2019
- **April 1, 2020 Census Day**
- **Door-to-door enumeration ends**
  - July 2020
- **First mail flyers sent to homes**
  - March 2020
- **Door-to-door enumeration begins**
  - May 2020
- **Census numbers delivered to President**
  - December 2020

Advance Census Preparations Began

- **January 2017**
Colorado Has a Lot to Lose

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

Total Program Obligations: $13,087,705,849 = $2,800 per person, per year x10 years

<table>
<thead>
<tr>
<th>Program</th>
<th>Dept.</th>
<th>Obligations</th>
<th>Program</th>
<th>Dept.</th>
<th>Obligations</th>
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</thead>
<tbody>
<tr>
<td>Financial Assistance Programs</td>
<td></td>
<td>$12,858,200,676</td>
<td>Community Facilities Loans/Grants</td>
<td>USDA</td>
<td>$26,129,450</td>
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<tr>
<td>Medical Assistance Program (Medicaid)</td>
<td>HHS</td>
<td>$1,125,369,000</td>
<td>Supporting Effective Instruction State Grants</td>
<td>ED</td>
<td>$2,963,497</td>
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<td>Federal Direct Student Loans</td>
<td>ED</td>
<td>$1,810,619,681</td>
<td>Crime Victim Assistance</td>
<td>DOJ</td>
<td>$37,271,902</td>
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<td>Supplemental Nutrition Assistance Program</td>
<td>USDA</td>
<td>$728,042,763</td>
<td>CDBG Entitlement Grants</td>
<td>HUD</td>
<td>$26,282,094</td>
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<td>Medicare Suppl. Medical Insurance (Part B)</td>
<td>HHS</td>
<td>$796,597,464</td>
<td>Public Housing Capital Fund</td>
<td>HUD</td>
<td>$14,048,000</td>
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<tr>
<td>Highway Planning and Construction</td>
<td>DOT</td>
<td>$641,923,739</td>
<td>Block Grants for the Prevention and Treatment of Substance Abuse</td>
<td>HHS</td>
<td>$28,777,345</td>
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<td>Federal Pell Grant Program</td>
<td>ED</td>
<td>$395,600,000</td>
<td>Water and Waste Disposal Systems for Rural Communities</td>
<td>USDA</td>
<td>$4,713,000</td>
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<tr>
<td>Section 8 Housing Choice Vouchers</td>
<td>HUD</td>
<td>$258,262,000</td>
<td>Social Services Block Grant</td>
<td>HHS</td>
<td>$26,464,591</td>
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<tr>
<td>Temporary Assistance for Needy Families</td>
<td>HHS</td>
<td>$149,418,660</td>
<td>Rural Rental Assistance Payments</td>
<td>USDA</td>
<td>$15,636,894</td>
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<tr>
<td>Very Low to Moderate Income Housing Loans</td>
<td>USDA</td>
<td>$243,896,049</td>
<td>Business and Industry Loans</td>
<td>USDA</td>
<td>$37,691,000</td>
</tr>
<tr>
<td>Title I Grants to LEAs</td>
<td>ED</td>
<td>$154,500,468</td>
<td>Career and Technical Education - Basic Grants to States</td>
<td>ED</td>
<td>$16,094,229</td>
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<tr>
<td>State Children’s Health Insurance Program</td>
<td>HHS</td>
<td>$228,329,000</td>
<td>Homeland Security Grant Program</td>
<td>DHS</td>
<td>$6,665,023</td>
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<tr>
<td>National School Lunch Program</td>
<td>USDA</td>
<td>$134,355,000</td>
<td>WOIA Dislocated Worker Grants</td>
<td>DOL</td>
<td>$13,477,656</td>
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<tr>
<td>Special Education Grants</td>
<td>ED</td>
<td>$160,911,478</td>
<td>HOME</td>
<td>HUD</td>
<td>$14,055,437</td>
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<tr>
<td>Section 8 Housing Assistance Payments Program</td>
<td>HUD</td>
<td>$117,380,813</td>
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<td></td>
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</tbody>
</table>

$2,800 per person, per year x10 years
Projected House seats

According to projected population changes, a number of states should gain or lose seats in the House of Representatives after the 2020 census.
“Three years ago was so much easier to get respondents compared to now because of the government changes... and trust factors.... Three years ago I didn’t have problems with the immigration questions.” (Interviewer) From the results of the Census Bureau’s National Advisory Committee on Racial, Ethnic, and Other Populations, November 2017.
Projected House seats, with citizenship question

If the 2020 census questionnaire asks about citizenship, and 50 percent of undocumented immigrants choose not to answer the census, that would change the distribution of House seats.

Map: The Conversation, CC-BY-ND • Source: Population and Development Review (2019) • Get the data
Hard-to-Count Population

- Low Income
- Renters
- Immigrants
- Rural
- Homeless
- Older Adults
- Refugees
- Young Children

1,500,000 estimated undercounted population in 2020
## Hard-to-Count in Denver Metro Area

<table>
<thead>
<tr>
<th>County</th>
<th>HTC Population</th>
<th>% of Population HTC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>125,792</td>
<td>20%</td>
</tr>
<tr>
<td>Arapahoe</td>
<td>147,902</td>
<td>22%</td>
</tr>
<tr>
<td>Boulder</td>
<td>70,953</td>
<td>25%</td>
</tr>
<tr>
<td>Broomfield</td>
<td>13,668</td>
<td>20%</td>
</tr>
<tr>
<td>Clear Creek</td>
<td>4,308</td>
<td>45%</td>
</tr>
<tr>
<td>Denver</td>
<td>176,155</td>
<td>28%</td>
</tr>
<tr>
<td>Douglas</td>
<td>67,060</td>
<td>19%</td>
</tr>
<tr>
<td>Gilpin</td>
<td>3,007</td>
<td>50%</td>
</tr>
<tr>
<td>Jefferson</td>
<td>109,176</td>
<td>24%</td>
</tr>
<tr>
<td>Weld</td>
<td>76,158</td>
<td>25%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>794,179</strong></td>
<td></td>
</tr>
</tbody>
</table>
ReadyNation

- Business membership group of Council for a Strong America

- Business executives building a skilled workforce and strong economy by promoting solutions that prepare children to succeed in education, work, and life.
Billions of Dollars at Stake

The decennial census is the backbone of data and provides the broadest set of data about residents in the United States that no other body produces. It is also used to develop and test the accuracy of commercial databases, private market analysis and important demographic and economic data created by the government.

An inaccurate count will impact calculations and/or decisions about:

- The national unemployment rate
- Interest rates
- Inflation rates
- The Consumer Price Index
- Housing sales
- Construction figures
Using Government Funds Effectively

Businesses and government rely on the Census:

• For demographic data about the workforce, customers, and markets.

• To effectively allocate roughly $800 billion in federal resources including education, workforce development, and transportation funding.

• To allocate political representation at the local, state, and national level.
How Can Business Help - Customer Communication

- Coffee cup sleeves
- Grocery store bags
- Inserts in customer mailings
- Promotional materials in stores
- Kiosks for customers to complete the questionnaire
How Can Business Help?
Employee Communication

- Info in break rooms
- Newsletters
- Company intranet
- Messages with paychecks
- Provide time, space or equipment (tablets, computers) to complete the form
Business for the 2020 Census Task Force

- Kelly Brough, President & CEO, Denver Metro Chamber of Commerce
- Adam Contos, CEO, RE/MAX Holdings
- Jeff Wasden, President, Colorado Business Roundtable
Don’t Do it Alone

Business for the 2020 Census

Join ReadyNation’s Business for the 2020 Census listserv (free, private, no obligations)

Executives and senior leaders from:
- RE/MAX Holdings
- Denver Metro Chamber
- Colorado Business Roundtable
- Crayola
- Scholastic
Gillian Winbourn
Project Director
gillian@togetherwecount.org

M. Michael Cooke
Colorado State Director
mcooke@councilforastrongamerica.org
How Will People Respond?

2018 End-to-End Census Test
Proportion of Self-Response and NRFU for Hispanic Origin

Total Household Population: 571,000

- **Self-Response**: 56%
- **NRFU**: 34%
- **Other**\(^1\): 10%

**Hispanic**

- **Self-Response**: 43%
- **NRFU**: 48%
- **Other**\(^1\): 9%

**Non-Hispanic**

- **Self-Response**: 67%
- **NRFU**: 25%
- **Other**\(^1\): 9%

**Blank**

- **Self-Response**: 17%
- **NRFU**: 66%
- **Other**\(^1\): 17%

\(^1\) Other includes Coverage Improvement and Administrative Records.
Note: Actual percentages may not sum to 100 due to rounding.