

# US Census 2020

*We Count where you live on April 1, 2020*

**GOTC--Get Out the Count**

January 22, 2019

Article 1 Section 2 of the US Constitution mandates a count of the population every 10 years. In April 2020 there will be another decennial count of people in the United States.

There are two crucial outcomes of the Census data collected:

**POWER:** The US Census data is the basis for determining the number of people each state is allotted in the House of Representatives, the California State Assembly and many special district in the State. Re-districting and adjustments to special districts are made after the census data is completed.

**MONEY:** Distribution of federal funds is based on population. There are more than 215 programs and grants that are use census data for allocation of federal funds. See the attached for a partial listing.

**Changes to Census 2020:** The federal government has made changes to the Census process for 2020. Federal money for outreach and assistance has been reduced. People will be encouraged to go on-line to complete the census form. For those without internet access, kiosks manned by knowledgeable census staff will be available in public areas.

Consequently, the State of California is investing money and time into ensuring an accurate count for the upcoming Census 2020. The State has allocated \$90.3 Million dollars for this undertaking. The California Endowment (TCE) has allocated an additional \$10.3 to assist in this effort.

**Under Reported:** Mendocino County has populations who historically are considered '*hard to count*' such as children under 5 years old, Veterans, homeless, non-English speakers, undocumented individuals and people who hold anti-government views. During the 2010 count there were some census tracts where as many as 40% of households failed to complete and return the census questionnaires.

As a result the State is focusing on the 'HTC' (hard-to-count) populations to improve reporting for the 2020 count.

**Impact of Underreporting:** The impact of underreporting is *less federal funding and potentially less representation* for our county. The cost of the undercounting in the 2010 Census resulted in Mendocino County losing out on close to \$100 million in federal revenue and programs which we were entitled to receive.

**Factors contributing to underreporting:** Mendocino County has significant barriers to getting a complete count. We are a rural county with a vast geography. Many areas do not have internet access. Thousands of households get their mail at local post offices and the Bureau of the Census does not mail paper questionnaires to households. When census workers go out to

conduct a manual count, they will find many areas difficult to access. While there was a push from rural American for a change to this policy, it appears our voices were not heard.

It is imperative for Mendocino County to begin to actively work to get as accurate count as possible. It had been speculated that this will be employment opportunities for up to 160 in Mendocino County to oversee and conduct the census work. Field Staff will be paid \$16.50-\$30.00 per hour depending on tasks. Applications are now being accepted.

**Ways to help promote the census count:** It will be critically important to inform members of our community why the count is important to them. We must let them know all information is confidential and cannot be accessed by any agency outside of the United States Census Bureau. We need to get this message out and repeat it often.

An application for funding to assist with outreach and education has been prepared and with approval by the Board of Supervisors and will be submitted to the State. Within 60 days from filing, a **Mendocino County Complete Count Committee** will be formed. A Strategic Plan will be created to ensure a complete count. Partners are being contacted to, inform the public of the importance and relevance to the census, conduct outreach; spread the word, answer questions, allay fears and repeat the message. Locations for census kiosks will be identified, such as libraries, schools and other public sites.

Given the importance of funding vital programs for Mendocino County, the Community Foundation has committed to assist the County with this endeavor.

Next Steps: Meetings with nonprofits who will be affected by low counts; identify partners who have connections with the population, especially the 'hard-to-count' groups; develop relationships based on mutual need for an accurate count, create a message to be deployed with the State and Federal marketing campaigns, be willing to volunteer at events that will discuss the census, publically support the effort and other strategies that are yet to be developed.

An accurate census count for Mendocino County is in the best interest of all of us. It is the way to attract funding for much needed programs for our population. This is ours to win!

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## **Partial List of Programs Based on Census Data**

### **Mendocino County**

Medi-Cal

SNAP (Supplemental Nutrition Assistance Program- Food Stamps)

TANF (Temporary Assistance for Needy Families)

Highway Planning and Construction

School Breakfast and Lunch Program

Section 8 Housing Vouchers

Title 1: Education and Special Education

Head Start

Women, Infants and Children (WIC)

CHIP (Children's Health Insurance Program)

Childcare Assistance

Small Business Development Centers

Rural Development Enterprise Grants

Maternal Child Health Grants

Criminal Victim Assistance

Rural Community Facilities Grants and Loans

### **State of California**

Wildlife grants

Energy Programs

Child Abuse

Children's Justice

Special Programs for Aging People

### **Special Districts Impacted by Census**

School Districts

Community Colleges

Irrigation and Water

Parks and Recreation

Fire Districts

Cemetery

Police Protection

Healthcare

Community Services, i.e. Waste and Water Treatment