MIAMI VALLEY
Regional Planning Commission

2020 Census Activities in the Miami Valley
Elizabeth Whitaker, AICP

The Decennial Census

- The U.S. Constitution mandates a complete count once every 10 years of every person residing in the United States, including both citizens and noncitizens of all ages, races, and ethnic groups.

- The next Census will take place in 2020 and aims to count everyone once, only once, and in the right place.

- A complete and accurate count is vital because the numbers will effect representation, funding, and decision making for the next 10 years.

United States™
Census
2020

Why the Census Matters

Representation

- Apportionment of congressional seats between states
- Drawing of congressional and state legislative districts, school districts, voting precincts, etc.
- Enforcement of voting rights and civil rights legislation

Funding

- Distribution of **$675 billion** in federal funds annually
- Allocation of state funds

Decision Making

- Informs future planning efforts for tribal, federal, state, and local governments
- Influences organizational decisions of businesses and non-profits
- Guides research

Ways the Census is Used

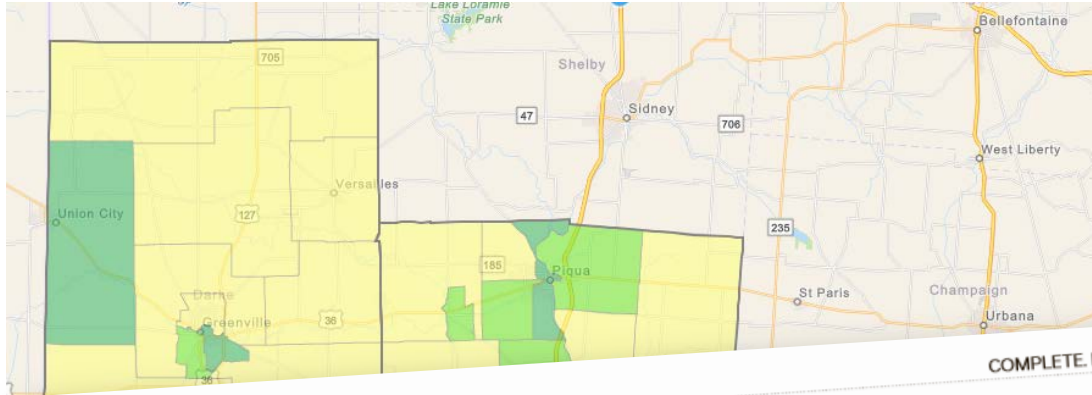|						
Decision making at all levels of government	Drawing federal, state, and local legislative districts	Attracting new businesses to state and local areas	Distributing over $675 billion annually in federal funds and even more in state funds	Forecasting future transportation needs for all segments of the population	Planning for hospitals, nursing homes, clinics, and the location of other health services	Forecasting future housing needs for all segments of the population
Directing funds for services for people in poverty	Designing public safety strategies	Development of rural areas	Analyzing local trends	Estimating the number of people displaced by natural disasters	Developing assistance programs for American Indians and Alaska Natives	Creating maps to speed emergency services to households in need of assistance
Delivering goods and services to local markets	Designing facilities for people with disabilities, the elderly, or children	Planning future government services	Planning investments and evaluating financial risk	Publishing economic and statistical reports about the United States and its people	Facilitating scientific research	Developing "intelligent" maps for government and business
Providing proof of age, relationship, or residence certificates provided by the Census Bureau	Distributing medical research	Reapportioning seats in the House of Representatives	Planning and researching for media as background for news stories	Drawing school district boundaries	Planning budgets for government at all levels	Spotting trends in the economic well-being of the nation
Planning for public transportation services	Planning health and educational services for people with disabilities	Establishing fair market rents and enforcing fair lending practices	Directing services to children and adults with limited English proficiency	Planning urban land use	Planning outreach strategies	Understanding labor supply
Assessing the potential for spread of communicable diseases	Making business decisions	Understanding consumer needs	Planning for faith-based organizations	Locating factory sites and distribution centers	Distributing catalogs and developing direct mail pieces	Setting a standard for creating both public and private sector surveys
Evaluating programs in different geographic areas	Providing genealogical research	Planning for school projects	Developing adult education programs	Researching historical subject areas	Determining areas eligible for housing assistance and rehabilitation loans	

APRIL 2020

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28	29	30		

Census Day!

Importance to the Miami Valley

Estimates of 2020 Census Participation

An inaccurate count costs the Region important resources.
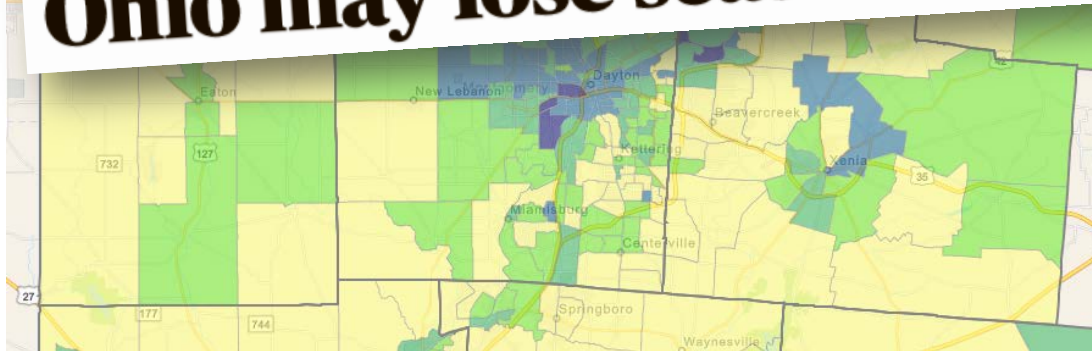
Example: For FY2015,
~~each...~~

Services grant programs.*

LOCAL & STATE

POLITICS

Ohio may lose seat in Congress after census

COMPLETE. IN-DEPTH. DEPENDABLE. | DAYTON DAILY NEWS | MONDAY, JANUARY 7, 2019

B8

There are more than <u>300</u> federal programs that use census-derived statistics to allocate funding.

*Source: Counting for Dollars 2020, The Role of the Decennial Census in the Geographic Distribution of Federal Funds. Report #2: Estimating Fiscal Costs of a Census Undercount to States. Andrew Reamer, Research Professor, George Washington Institute of Public Policy. March 19, 2018.

How Local Governments Can Collaborate with the Census Bureau

Operational Support

- Provide space that can be used for testing, on-boarding, training, etc.
- Provide lists of residential institutions
- Provide lists of shelters, service providers, and transient locations
- Promote temporary job opportunities

Promotional Support

- Form a Complete Count Committee
- Encourage census participation in newsletters, on websites, alert systems, drop-in articles, etc.

Complete Count Committee

- A volunteer committee established by tribal, state, and local governments, and/or community leaders, to increase awareness about the census and motivate residents in the community to respond.

Why Form a CCC?

- Increase the response rate for residents completing their questionnaire through a focused, neighbor-to-neighbor program.
- Utilize the local knowledge, expertise, and influence of each CCC member to design and implement a Census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.

Benefits of a CCC

- Speaks the language of and knows the pulse of the community and will help ensure an accurate 2020 Census count.
- Gains valuable knowledge about the Census process and develops a plan to impart that knowledge on the community.
- Increases participation ratio and response rate by continuing awareness of the 2020 Census.

CCC Subcommittee Types

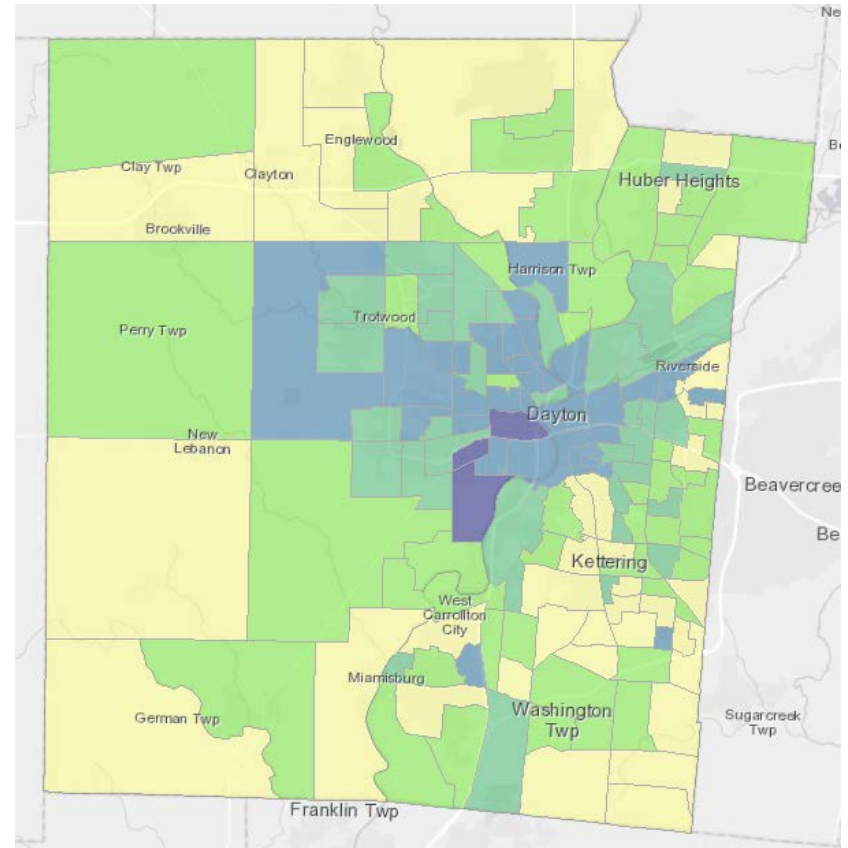|				
Business	Communications, Media, and Technology	Community Organizations	Data and Maps	Education (Preschool – Grade 12)
Education (Post Secondary)	Ex-Offender	Faith-Based	Government	Group Quarters
Homeless	Immigrant	Library	Philanthropic	Recruiting, Workforce
	Senior Citizen	Special Housing	Veterans	

Dayton-Montgomery County Complete Count Committee

- Initiated by City of Dayton and Montgomery County
- Higher prevalence of hard-to-count populations
- First time the census will be conducted online
- Localize the Census
- Data driven approach
- Enlist trusted voices from cross-section of the community

Dayton-Montgomery County CCC Structure

Dayton-Montgomery County CCC Chair
Nikol Miller

Business
Chris Kershner & Claudia Cortez-Rhinehart

Communications, Media, & Technology
Matt Sliver

Faith-Based
Mila Cooper

Community Organizations
Tom Maultsby

Foundations
Barbara Stonerock

Education
Tom Lasley & Shannon Cox
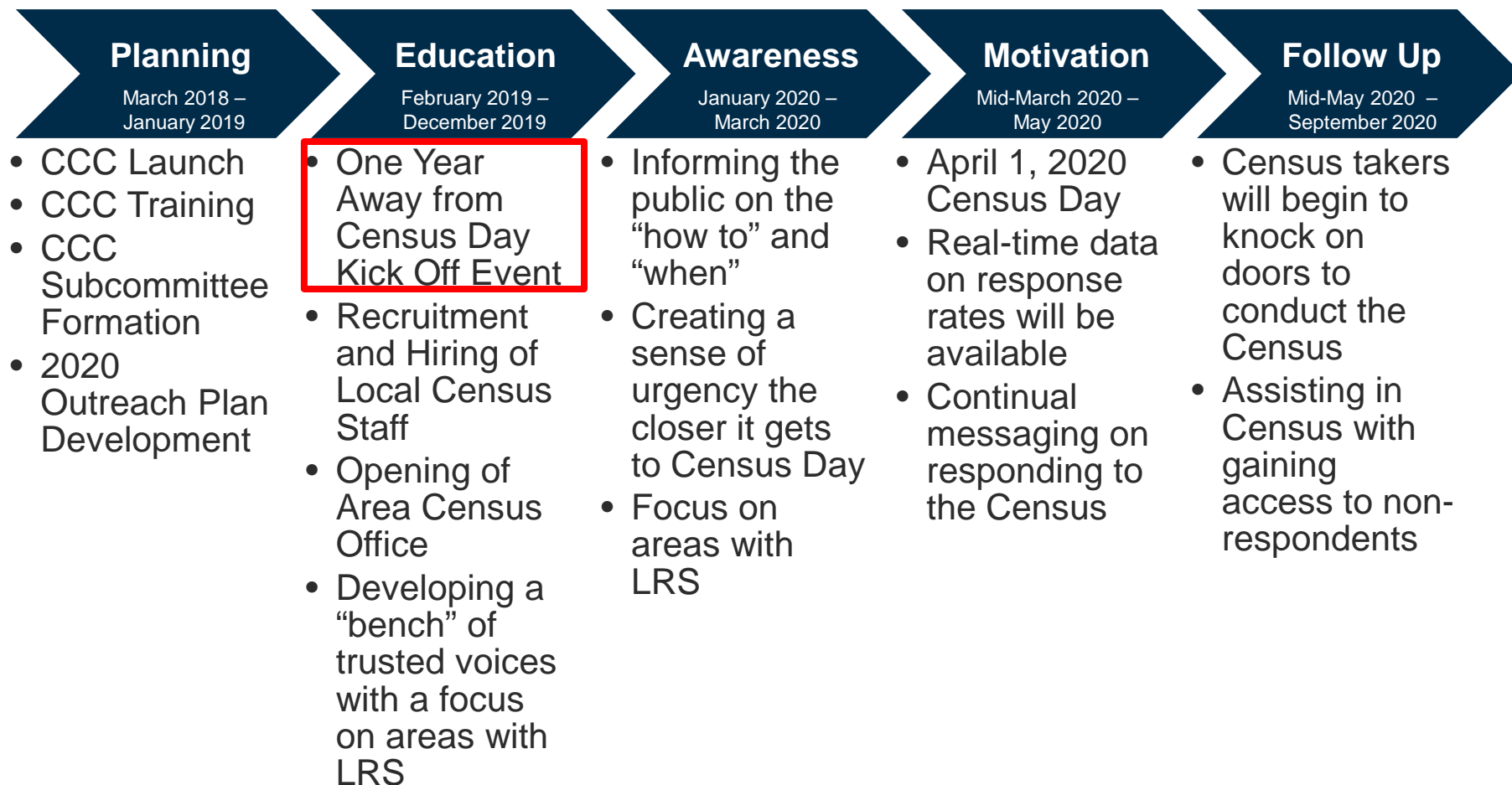
Government
Austin Railey, Larry Weissman, & Gwen Eberly

Data
Brian Martin
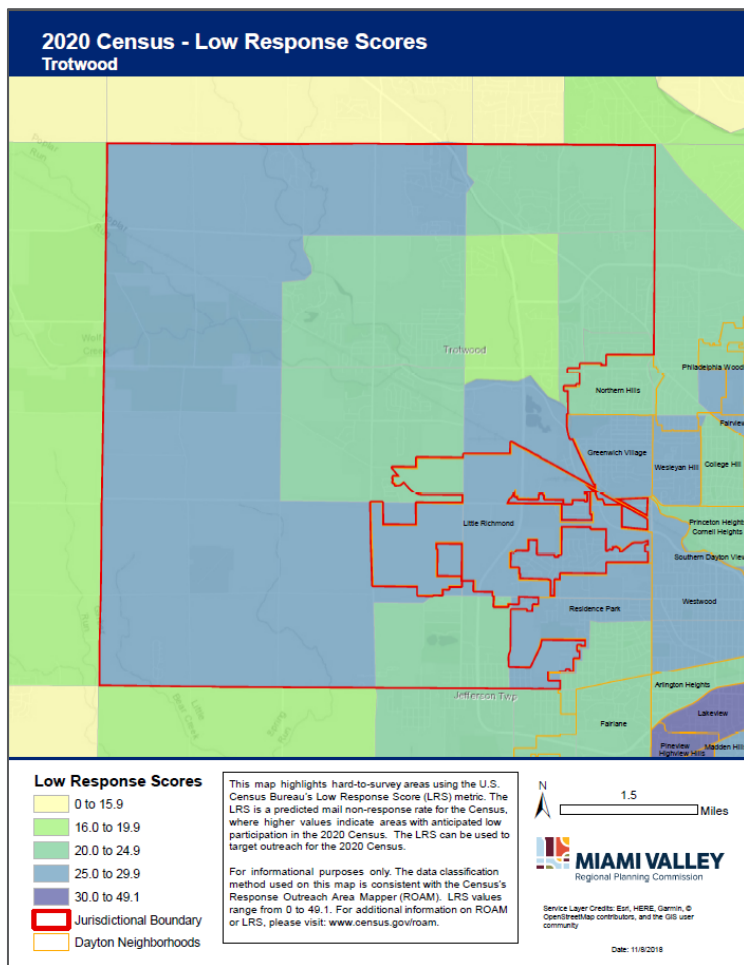
Special Housing
Jennifer Heapy

Dayton-Montgomery County CCC Timeline

Planning
March 2018 – January 2019

- CCC Launch
- CCC Training
- CCC Subcommittee Formation
- 2020 Outreach Plan Development

Education
February 2019 – December 2019

- One Year Away from Census Day Kick Off Event
- Recruitment and Hiring of Local Census Staff
- Opening of Area Census Office
- Developing a "bench" of trusted voices with a focus on areas with LRS

Awareness
January 2020 – March 2020

- Informing the public on the "how to" and "when"
- Creating a sense of urgency the closer it gets to Census Day
- Focus on areas with LRS

Motivation
Mid-March 2020 – May 2020

- April 1, 2020 Census Day
- Real-time data on response rates will be available
- Continual messaging on responding to the Census

Follow Up
Mid-May 2020 – September 2020

- Census takers will begin to knock on doors to conduct the Census
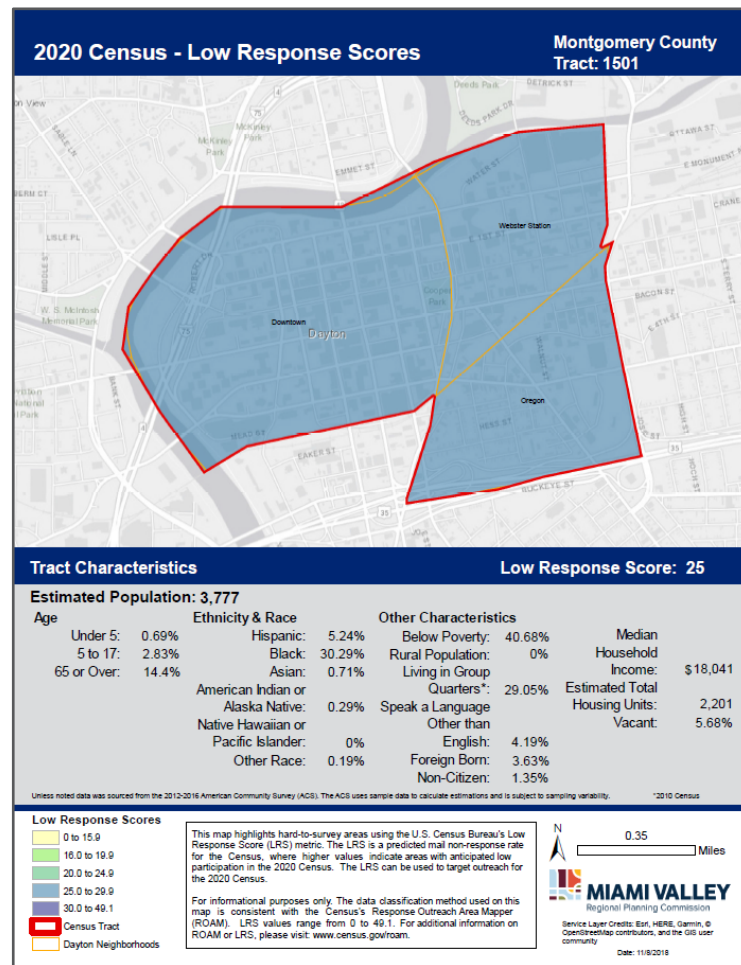- Assisting in Census with gaining access to non-respondents

Data Driven Products for Your Community

By Jurisdiction

By LRS Census Tract

Participant Statistical Areas Program (PSAP)

- Provides an opportunity for invited participants to review and update selected statistical boundaries for the Census
  - Resulting statistical areas will be used for 2020 Census, American Community Survey and other censuses and surveys

PSAP Geographies for Review

Census Tracts	Block Groups	Census Designated Places (CDPs)	Census County Divisions (CCDs)*	Tribal statistical geographies

*In selected States

PSAP Process

- MVRPC is the primary participating organization for Darke, Greene, Miami, Montgomery, and Preble Counties
- Warren County handled by OKI
- Census Bureau establishes criteria for statistical areas
- Opportunity for local governments to review and comment on proposed changes

PSAP Process

| Census Bureau provides recommended boundaries | → | MVRPC reviews and revises | → | Local stakeholders review and comment | → | MVRPC submits revisions to Census Bureau | → | Final boundaries approved |

PSAP Draft Schedule

January 2019

- Delineation phase begins

Spring 2019

- Local stakeholder review of proposed boundary changes. Details TBD

July 2019

- Delineation phase ends

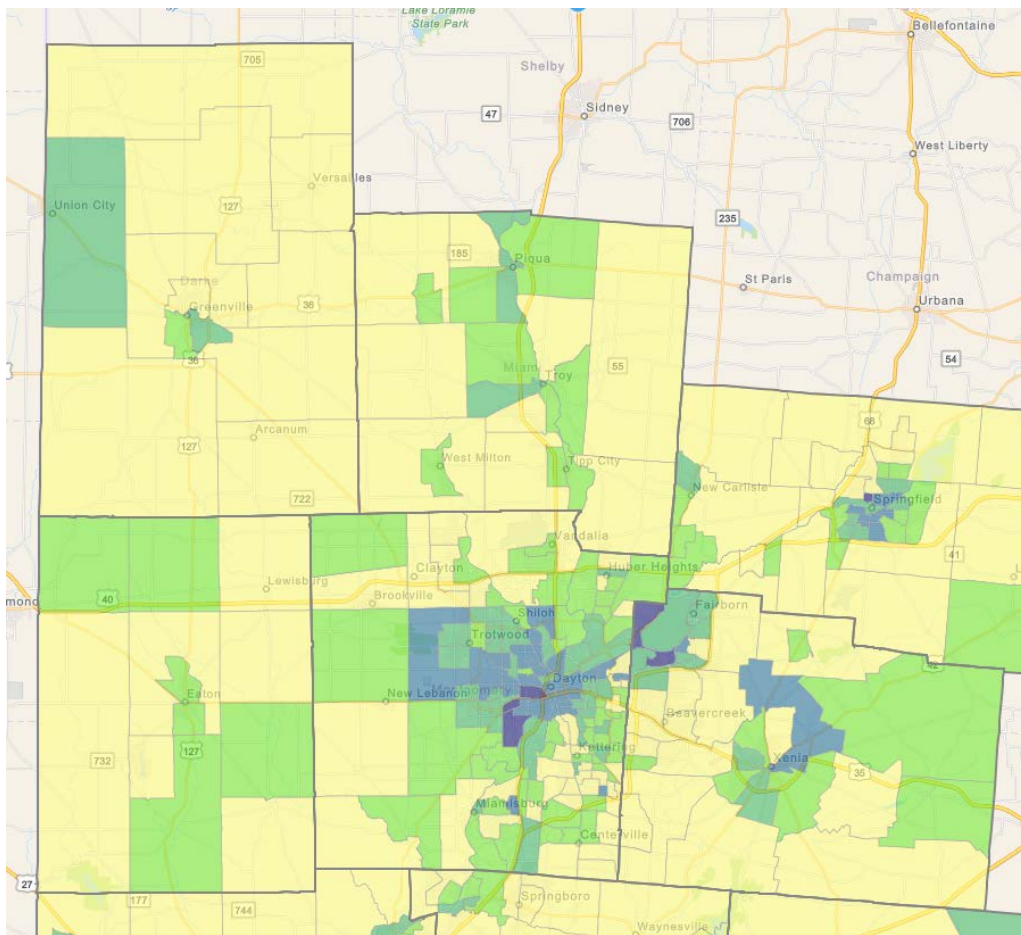## January 2020

- Verification phase begins
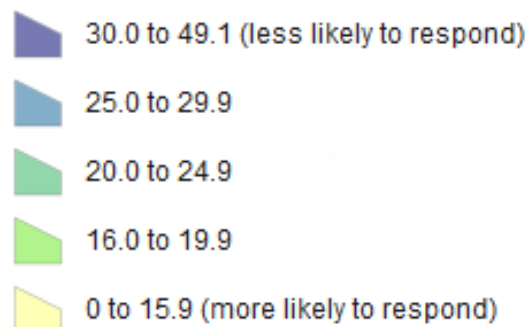
May 2020

- Final updates complete

Prepare for the 2020 Census NOW!

Estimates of 2020 Census Participation

Census 2020 Low Response Scores

Low Response Score:

- 30.0 to 49.1 (less likely to respond)
- 25.0 to 29.9
- 20.0 to 24.9
- 16.0 to 19.9
- 0 to 15.9 (more likely to respond)

Contacts

MVRPC 2020 Census Activities

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Dayton-Montgomery County Complete Count Committee

Nikol Miller, Chair

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937.425.8370

MVRPC 2020 Census Resource Page

www.mvrpc.org/data-mapping/census-data-center/2020-census-resource-page