2020 Census: Making Sure Everyone is Counted and How Hospitals Play a Critical Role

January 8, 2020
Florida Nonprofit Alliance
Our Objectives

- Build Connections and seed collaborations between organizations committed to a successful 2020 Census
- Develop actionable concepts that can lead to a stronger awareness & outreach campaigns to reach the communities we serve
Decennial Census results are essential to the equitable and prudent distribution of federal program dollars to states and local areas.

300 federal programs geographically allocate over $800 billion a year based on census derived statistics.

Equal political representation. Florida is slated to gain 2 seats.
Why local governments have a vested interest in the Census

Political Power
Census is constitutionally mandated for re-apportionment of Congress
Census results are used for Redistricting at national, state, and local levels.

Money/Economic Impact
$675 Billion/year ($7 Trillion over the decade) for 2020
Why do we need to care?

- Florida is home to large numbers of traditionally hard-to-count groups, including Hispanics.
- Nearly 30 percent of Floridians who speak a language other than English at home.
Five grant programs administered by the U.S. Department of Health and Human Services (HHS) use the Federal Medical Assistance Percentage (FMAP), based on the 2010 Decennial Census population count.

The five FMAP-guided programs are:

- Medicaid
- Children’s Health Insurance Program
- Title IV-E Foster Care
- Title IV-E Adoption Assistance
- Child Care and Development Fund
Why do we need to care?

- SNAP
- Highway planning and construction
- Federal Pell Grant
- National School Lunch
- Temporary Assistance for Needy Families
- Section 8 Housing Voucher
- Special Education Grants to States
- Head Start
This translates to dollars

- Florida missed $946 per person in FMAP programs in 2010
- Just an additional 1% undercount in 2010 would result in $178 million loss in funding
- State budget. Florida received more than $29.3 billion (FY 2015) in federally allocated dollars based on the state’s Census 2010 count
In previous censuses, the primary method of responding to the census was to receive a questionnaire in the mail...complete it and mail it back.

HOWEVER, for the 2020 Census, the INTERNET is the primary method for households to self respond.
During 2013-17, 17.3% of Florida's households had either no home internet subscription or dial up-only, according to the latest American Community Survey estimates.

6.4% of the state's households had a cellular data plan only (which may be costly to use for non-essential services).
Optimizing Self-Response for 2020 Census

- **Secondary** ways of responding to the 2020 Census
  - **Toll-free number**
    - Can call Census any time, people Questionnaire Assistance centers and get help completing their Census on the Internet…OR
    - Households can complete their Census with one of our staff over the telephone
  - **Traditional questionnaire** (can be requested via the toll-free number)
  - Non Response Follow Up operation
    - Enumerators visit the household to conduct the interview
Some HTC Indicators

- Persons at or below poverty
- Persons receiving public assistance, disability, or SSI
- Concentrations of minority groups, immigrants, linguistically isolated communities, migrant workers
- Areas with high concentrations of low educational attainment (no high school diploma)
- 5% or more who speak a language other than English at home
- Single parents
Some Additional HTC Indicators

- Young children
- Concentrations of renters
- 40% or more households did not participate in previous decennials
- Seasonal or campground areas used for permanent residences
- Scattered mobile homes
- High crime areas
- Neighborhoods with hidden housing units
- Grandparents raising grandchildren
Census Tracts with a Low Response Score (LRS) of 25% and higher
What is a Census Tract

- Census tracts are small, relatively permanent statistical subdivisions of a county. – Uniquely numbered in each county with a numeric code
- Census tracts average about 4,000 inhabitants
  - Minimum Population – 1,200
  - Maximum Population – 8,000
Business Case for 2020 Census

- Businesses rely on the census for demographic information (which no other body produces) to assess potential employees, customers, products and markets. It helps companies identify where to open a new store or office and what items to offer on shelves.
  - Amazon determined where to locate its HQ2 using info from the census including population density, worker education levels, and transportation.
  - Target and other retailers use the census to determine what products to offer on their shelves at each store.
  - National Association of Home Builders provides home builders and remodelers with housing market information based on census data including home values, income, and number of homeowners and renters in an area.
Key Dates

- **Jan 2020**: Outreach should begin into HTC communities by local organizations
- **March 2020**: Postcards are mailed
- **April 1, 2020**: Census Day is observed nationwide. By this date, every home will receive an invitation to participate in the 2020 Census.
- **April 2020**: Census takers begin visiting college students who live on campus, people living in senior centers, and others who live among large groups of people.
- **May 2020**: The Census Bureau begins visiting homes that haven’t responded to the 2020 Census to make sure everyone is counted.
- **December 2020**: The Census Bureau delivers apportionment counts to the President and Congress as required by law.
- **March 31, 2021**: By this date, the Census Bureau will send redistricting counts to states. This information is used to redraw legislative districts based on population changes.
What next?

- Coordinate with County’s Complete Count Committee
- Train the trainer workshops
What hospitals can do?

- **BE AWARE** there is a problem. Explain to families their participation will help them and their children because it will lead to more funding for schools, libraries, state aid programs for health care and more.

- **GET CREATIVE.** Send new parents home with a onesie that reminds them to count their newborn in the upcoming census.

- **PUT UP POSTERS.** Check in desks, break rooms, waiting areas, entrances, any and all high traffic areas.
Florida Counts

- Flcounts.com
- The Florida Pooled Census Fund is a partnership between
  - Florida Civic Engagement Table
  - Community Foundation for Palm Beach and Martin Counties
  - Florida Nonprofit Alliance
  - Florida Philanthropic Network
  - New Florida Majority
  - Wallace H. Coulter Foundation
  - Urban League of Broward County
Mini Grants for HTC Communities

- We are close to raising 1 million in funds
- Will release RFP by invitation to organizations working with HTC communities
- First round of funds disbursed - $350,000
- Second round of funds will be disbursed by February
- Workplan to reach HTC Communities
Questions

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