Census 2020: KansasCounts
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Today’s Topics

Census Outreach
• Census 101
• Local Complete Count Committees
• Educational Census Resources
Census 101
Census Overview

- Article 1, Section 2 of the US Constitution
- Census Data are Used for:
  - Redistricting
  - Allocating Federal Funds
When is the Census?

- **Census Day is April 1, 2020.** Data collections will begin in March 2020 and continue through August 2020.
- Households will receive a postcard with instructions for completing the census beginning in March 2020. *The Census will NOT call or email you.*
What is new for the 2020 Census?

How people can respond to the census:

- Online, using the internet or a smartphone
- Over the telephone, by calling the Census call center listed on the Census postcard
- Using a paper form
- By responding to a Census enumerator
Redistricting: Census Data are Used to:

- Determine the number of seats each state has in the US House of Representatives
- Determine how state and local districts are redrawn
Apportionment after 2010 Census

**GAINED** | **LOST**
---|---
Arizona +1 | Illinois -1
Florida +2 | Iowa -1
Georgia +1 | Louisiana -1
Nevada +1 | Massachusetts -1
South Carolina +1 | Michigan -1
Texas +4 | Missouri -1
Utah +1 | New Jersey -1
Washington +1 | New York -2

Ohio -2
Pennsylvania -1
Projected Apportionment after 2020 Census

ANTICIPATED GAINS

Arizona +1
Colorado +1
Florida +2
North Carolina +1
Oregon +1
Texas +3

ANTICIPATED LOSSES

Alabama -1
Illinois -1
Michigan -1
Minnesota -1
New York -1
Ohio -1
Pennsylvania -1
Rhode Island -1
West Virginia -1

*Source: Washington Post
Local Impacts of Census Data:

- Infrastructure & transportation planning
- Emergency preparedness, disaster relief, & resiliency planning
- Characterization of built structures for zoning & permitting processes
- **Education planning & design of curricula**
- Medical planning (public health tracking, disease control)
- Socioeconomic research on communities which can lead to grants
- Statistics & metrics used in journalism & news reporting
- Determining new markets & where to expand
- Location of retail outlets & logistics facilities
- Workforce development
Counting for Dollars

Kansas received $6,054,507,586 from 55 large Federal spending programs in 2016:

- Medicaid, Medicare, & State Children’s Health Insurance Program (CHIP)
- Supplemental Nutritional Assistance Program (SNAP)
- Highway Planning & Construction
- Head Start
- CDBG Entitlement Grants
- Cooperative Extension Service

- Approximately $2,082 per person
- If one home is missed, your community could lose approximately $5,246.64 per year & $52,466.40 for 10 years

Link: https://gwipo.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_KS.pdf
Estimated Population Change since 2010

Percent Population Change in Kansas, by County
April 2010 - July 2018


Percent Population Change
-8.00 or less
-7.99 to -1.00
-0.99 to 1.00
1.01 to 7.99
8.00 or greater

State: 2.05
Complete Count Committees

2020 Census Complete Count Committee
Guide
D-12809(v)
What is a Complete Count Committee?

A Complete Count Committee (CCC) is a volunteer committee comprised of trusted voices from the community to increase awareness about the 2020 Census and motivate their residents to respond by:

- **Educating** people about the 2020 Census & foster cooperation with enumerators
- **Encouraging** community partners to motivate people to self-respond
- **Engaging** grass roots organizations to reach out to Hard-to-Count (HTC) groups and those who aren’t motivated to respond to the national campaign
Purpose of CCCs

To create awareness in communities across the state of Kansas by:

- Utilizing local knowledge, influence, and resources to educate their citizens and promote the census through local-based, targeted outreach efforts
- Providing structure for coordinating cooperative efforts throughout the cities, counties, regions, the state, and the Census Bureau
Potential Members of CCCs
Barriers to Census Participation

- Language barriers
- Mistrust in government
- Privacy/Cybersecurity concerns
- Physical barriers such as inaccessible multifamily units and gated communities
- Nontraditional living arrangements
- Lack of reliable broadband or internet access
Hard-to-Count (HTC) Populations

- Children under 5 years old
- Racial and ethnic minorities
- Non-English speakers
- Immigrants
- Renters and residents who move often
- Alternative or overcrowded housing units
- Gated communities and publicly inaccessible multifamily units
- Persons displaced by natural disasters
- Persons experiencing homelessness
- Young mobile adults
- Single-parent headed households

Approximately 10 percent of Kansas’s current population (284,680) lives in HTC neighborhoods. A large percentage of under-represented populations reside in such communities, including more than:

- 80,000 Kansas Latinos
- 54,000 Kansas African Americans
- 26,000 Kansas children under age 5
Response Outreach Area Mapper (ROAM)

www.census.gov/roam
Educational Census Resources

Educate your students about the value and everyday use of statistics. The Statistics in Schools program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities.

Classroom Resources

www.census.gov/schools/
Classroom Resources

K-12 Curriculum:
• State Facts for Students
• Math
• History
• English
• Geography
• Sociology
Example of History Curriculum by Grade Levels

Activities

History

Click below on the grade levels to discover activities based on a range of historical eras and a variety of topics. Statistics in Schools activities supplement the standard curriculum while providing useful learning tools related to real life data.

All Grades  Grades K-5  Grades 6-8  Grades 9-12

Grades K-5

Native American Dwellings

‘I Have a Dream’ – Learning About Martin Luther King Jr.

The History of the Telephone

Voting Trends in America, 1964-2014

Jamestown – Factors Affecting Population Change, 1635-1700

Grades 6-8

The Impact of the Louisiana Purchase

Where Should I Live? Using U.S. Census Bureau Data to Make Decisions

Examining Changes in Data

Missouri Compromise – Free vs. Slave States

Population Profile of Our New Nation

Westward Sound – Illinois, Indiana, Missouri, and Ohio

Voting Trends in America, 1964-2014

The Art of Persuasion: Using Census Data to Influence Others

Grades 9-12

Women in the Workforce 1940-2010

The Missouri Compromise – A Primary Source Analysis

Using Interactive Maps to Interpret U.S. Territorial Expansion

Antebellum Economy: Understanding Employment in 1850

Exploring 19th Century Child Labor Laws in the United States

10th Century Immigration: Causes & Effects

Adopting an Entrepreneurial Mindset: Using Census Data for Business

Post-World War II Globalization: U.S. Citizens Living Overseas

Geographic Mobility in the United States: 1920-1950

1940 Census

2000 Census

2010 Census

Maps and Graphs: Exploring the U.S. Island Territories

Exploring Federal Policy About Native Americans in the Late 1800s

Post-Civil War: Regional Shifts in U.S. Population by Age and Sex

Trends in Congressional Apportionment

Median Income Patterns in the United States

Population Density Maps

Exploring the Great Migration – 1910-1970

The Highway System – Its Development and Impact on the United States

Learning Through Maps
Classroom Activities & Fun Facts

Examples:

Warm-Up Activities

- **National Pet Day**
  If your students could pick a career in the veterinary and animal care field, what would they choose? Try this warm-up activity and find out!

- **Earnings by Occupation**
  Who earns the most, male or female nurses? Students can discover the answer to this question and more by analyzing data on earnings by occupation and gender.

- **Honoring Those Who Served**
  How many veterans live in your state? Identify states/territories with the smallest and largest percentages of veterans in the United States.

- **Toy Makers by State**
  This engaging warm-up activity allows students to use their imagination to start their own toy manufacturing company based on an informative map.

Fun Facts

- **Thanksgiving Day Fun Facts**
  In the fall of 1621, the Pilgrims — early settlers of Plymouth Colony — held a 3-day feast to celebrate a bountiful harvest.

- **Halloween Fun Facts**
  The Halloween Fun Facts shares data associated with the spooky holiday.

- **Back to School Fun Facts**
  As the summer ends, the U.S. Census Bureau reveals how the nation prepares for the school year.

- **Fourth of July Fun Facts**
  This most American of holidays will be marked with typical festivities ranging from firework displays to parades and concerts to more casual family gatherings.
What the League is Doing to Support Census Efforts

- Assistance with local organizing efforts
- Funding for social media advertising grants to cities
- Assistance with media and messaging about the 2020 Census
- Coordination with state partnership specialists and the statewide Complete Count Committee
- Creating personalized profiles for cities to help tell the story of how population data affects their local community
- Coordination with the State Data Center to ensure data records are as accurate as possible
Next Steps

- Complete Count in Kansas
- Follow us on Social Media
- ID Census POC/Census Champions
- Join or Form a Local CCC
Up-Coming League Census Activities

• Presentations at state-wide, regional, and local meetings
• Downloadable graphics, fact sheets, FAQs & more
• Informational articles that can be used in city/county/community newsletters or websites
• Individualized Census City Profiles
• Social media content