

2020 Census

Most of this information is from the website www.Census.gov

CENSUS 101

What is a census and why is it important?

Once a decade, America comes together to count every resident in the United States, creating national awareness of the importance of the census and its valuable statistics. The decennial census was first taken in 1790, as mandated by the Constitution. It counts our population and households, providing the basis for reapportioning congressional seats, redistricting, and distributing more than \$675 billion in federal funds annually to support states, counties and communities' vital programs — impacting housing, education, transportation, employment, health care and public policy.

HOW THE CENSUS BENEFITS YOUR COMMUNITY

Federal funds, grants and support to states, counties and communities are based on population totals and breakdowns by sex, age, race and other factors. Your community benefits the most when the census counts everyone. People in your community use census data in all kinds of ways, such as these:

- **Residents** use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.
- **Businesses** use Census Bureau data to decide where to build factories, offices and stores, and these create jobs.
- **Local government** officials use the census to ensure public safety and plan new schools and hospitals.
- **Real estate developers and city planners** use the census to plan new homes and improve neighborhoods.

The next census is coming in 2020. Counting an increasingly diverse and growing population is a massive undertaking. It requires years of planning and the support of thousands of people.

Ultimately, the success of the census depends on everyone's participation. The Census Bureau depends on cross-sector collaborations with organizations and individuals to get people to participate.

The 2020 Census is important for you and your community, and you can help.

What should I know about the 2020 Census?

- It's about fair representation. Every ten years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.
- Taking part is your civic duty. Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"
- You can help. You are the expert – we need your ideas on the best way to make sure everyone in your community gets counted.
- It's about redistricting. After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.
- Everyone counts. The census counts every person living in the U.S. once, and only once, and in the right place.

- Your data are confidential. Federal law protects your census responses. Your answers can only be used to produce statistics. By law we cannot share your information with immigration enforcement agencies, law enforcement agencies, or allow it to be used to determine eligibility for government services.

HELPING YOUR COMMUNITY

In an ever changing environment, partners are the trusted voices that help address our most pressing challenges, such as:

- Constrained fiscal environment. Budget deficits place significant pressure on funding available for the research, testing, design, and development work required for successful innovation.
- Rapidly changing use of technology. Stakeholders expect the decennial census to use technology innovation, yet the rapid pace of change makes it challenging to plan for and adequately test the use of these technologies before they become obsolete.
- Declining response rates. Response rates for Census Bureau surveys and for surveys and censuses in general, have declined as citizens are overloaded with requests for information and become increasingly concerned about sharing information.
- Increasingly diverse population. The demographic and cultural make-up of the United States continues to increase in complexity, resulting in a growing number of households and individuals who do not speak English as their native language, who have a wide variety of cultural traditions and mores, and who may have varying levels of comfort with government involvement.
- A mobile population. The United States continues to be a highly mobile nation — population moves and continued growth in the use of mobile technology can also complicate enumeration. Societal, demographic, and technological trends can result in a population that is harder and more expensive to enumerate as it becomes more challenging to locate individuals and solicit their participation through traditional methods.

CENSUS ENGAGEMENT IS NOT ONE-SIZE FITS ALL

There are a variety of reasons people don't participate in the decennial census, and tailoring your outreach strategy can make your work much more effective. To help you do this, we put together a guide identifying the most common barriers to participation and providing research-driven outreach approaches to address them.

The Census Bureau is prototyping new ways to engage with partners and communities around the country by hosting ideation workshops.

Ideation Workshops: Collaborative problem-solving. Ideation (or "idea generation") workshops bring diverse people and organizations together to solve challenges — such as reaching hard-to-count populations — through a series of creative problem solving exercises. Participants generate new ideas with an approach that emphasizes empathy and is customized to the needs of the real people they are engaging. Those new ideas lead to real, actionable commitments.

Why run a Census Solutions Workshop?

Workshops can help address census challenges in a highly-engaging and innovative format.

It helps partners to better understand their audience and tailor-make solutions for them; forge new public-private partnerships; and act on innovative ideas.

It helps communities understand why the Census impacts their lives and provides them with new opportunities for civic action.

Make it happen

Reach out to learn more about running this style of workshop. We can provide sample agendas, detailed descriptions of suggested activities, an event planning checklist, and more!

As active, involved members of our communities, we in the Grange might look into partnering with the Census Bureau to host some of the types of workshops that are discussed on their website. We might want to reach out to the Census Bureau and explore this opportunity.

Website: www.Census.gov