

# The 2020 Census



Census Bureau site: [2020census.gov](https://2020census.gov)

Montana site: [CENSUS.MT.GOV](https://CENSUS.MT.GOV)

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# OVERVIEW OF THE 2020 CENSUS

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# Decennial Census Overview

## Article 1, Section 2 of the US Constitution

*The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.*

# United States<sup>TM</sup> Census 2020

## The Decennial Census

**Conduct** a census of population and housing **Disseminate** results to the President, the states and the American People

## Uses of Census data:

- **Apportion** representation among states
- **Draw** congressional and state legislative districts, school districts and voting precincts
- **Enforce** voting rights and civil rights legislation
- **Distribute** federal dollars to states
- **Inform** planning decisions of federal, tribal, state and local government
- **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits



# Ways to Respond

## 2020 Census Offers More Choices

- Internet
- Phone
- Paper
- In-Person

**Self Response  
Available Until late  
July 2020**



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# Other Differences between the 2010 Census and the 2020 Census

- No areas of Update / Enumeration (reservation areas were enumerated this way in 2010)
- Question Adjustments: addition of text boxes to several races, removed Guamanian and left Chamorros the indigenous people of the Mariana islands, additional choices for “live or stay somewhere else” and for other household member’s relationship to Person 1.

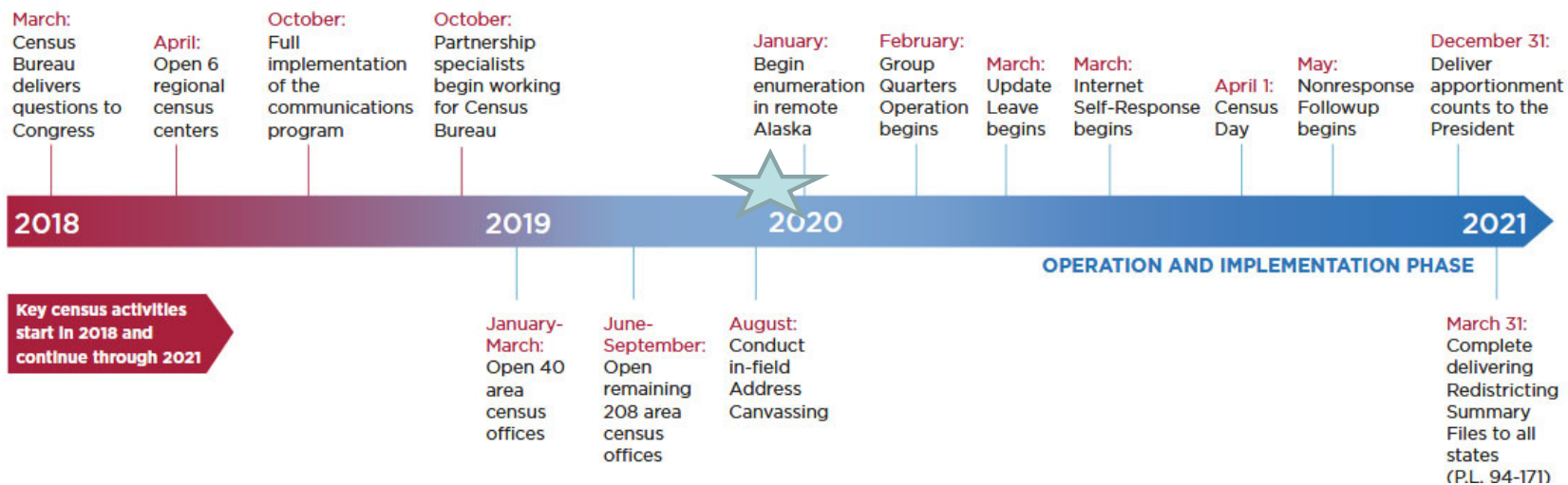


# 2020 Census Residency Changes

- U.S. government military and civilian employees who are deployed overseas will be counted in their home state resident population (only counted in apportionment population before).
- Crews of U.S. Flag maritime / merchant vessels sailing to or from a U.S port on Census Day will be counted in their home state.
- Non-U.S. Citizens who are military/civilian employees of the U.S. government will be counted as part of the federally affiliated overseas population for apportionment purposes
- Juveniles in non-correctional residential treatment centers will be counted at their home address
- Individuals in religious group quarters will be counted at the facility.

# Road to the 2020 Census

## 2020 Census Operational Timeline



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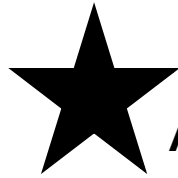
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# HIGH LEVEL FIELD OPERATIONS



## **Address Canvassing** (areas of high growth/change)

- **Group Quarters**
  - Many operations
  - Institutionalized & non-institutionalized
- **Update Leave** (in areas where USPS does not deliver)
  - List Housing units
  - Drop questionnaire packet to households so they can self respond
- **Non-Response Follow-Up** (largest operation)
  - Visit housing units that did not self respond
- **Coverage Measurement**
  - Measure accuracy of Census


# How the 2020 Census will invite everyone to respond




**Nearly every household** will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



 **Almost 5%** of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).

 **Less than 1%** of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

## WHAT WE WILL SEND IN THE MAIL

On or between	You'll receive:
<b>March 12-20</b>	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
<b>March 16-24</b>	A reminder letter.
	<b>If you haven't responded yet:</b>
<b>March 26-April 3</b>	A reminder postcard.
<b>April 8-16</b>	A reminder letter and paper questionnaire.
<b>April 20-27</b>	A final reminder postcard before we follow up in person.

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# MT Type of Enumeration Map

## Legend

### Geographic Areas

State (or state equivalent)

Features

State



County (or county equivalent)





Features

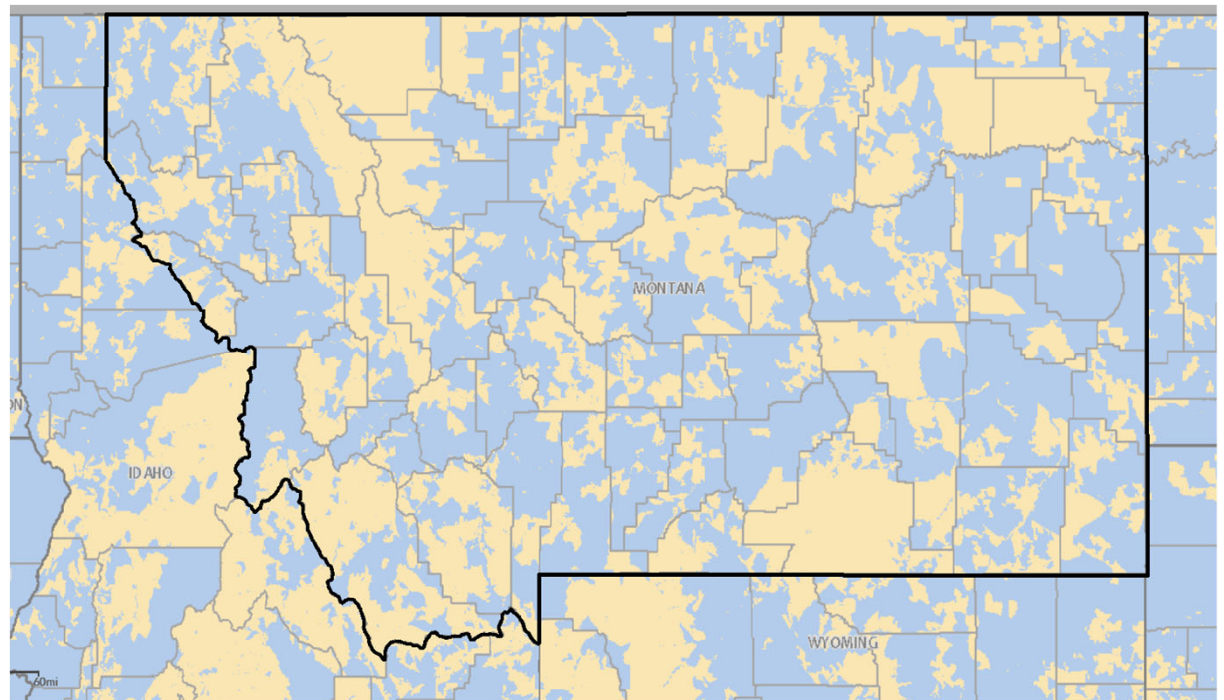
County



### Type of Enumeration Area (TEA)

Type of Enumeration Area (TEA)

-  Self-Response (TEA 1)
-  Update Enumerate (TEA 2)
-  Remote Alaska (TEA 4)
-  Update Leave (TEA 6)



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# CENSUS JOBS NOW LIVE!

[www.2020census.gov/jobs](http://www.2020census.gov/jobs)



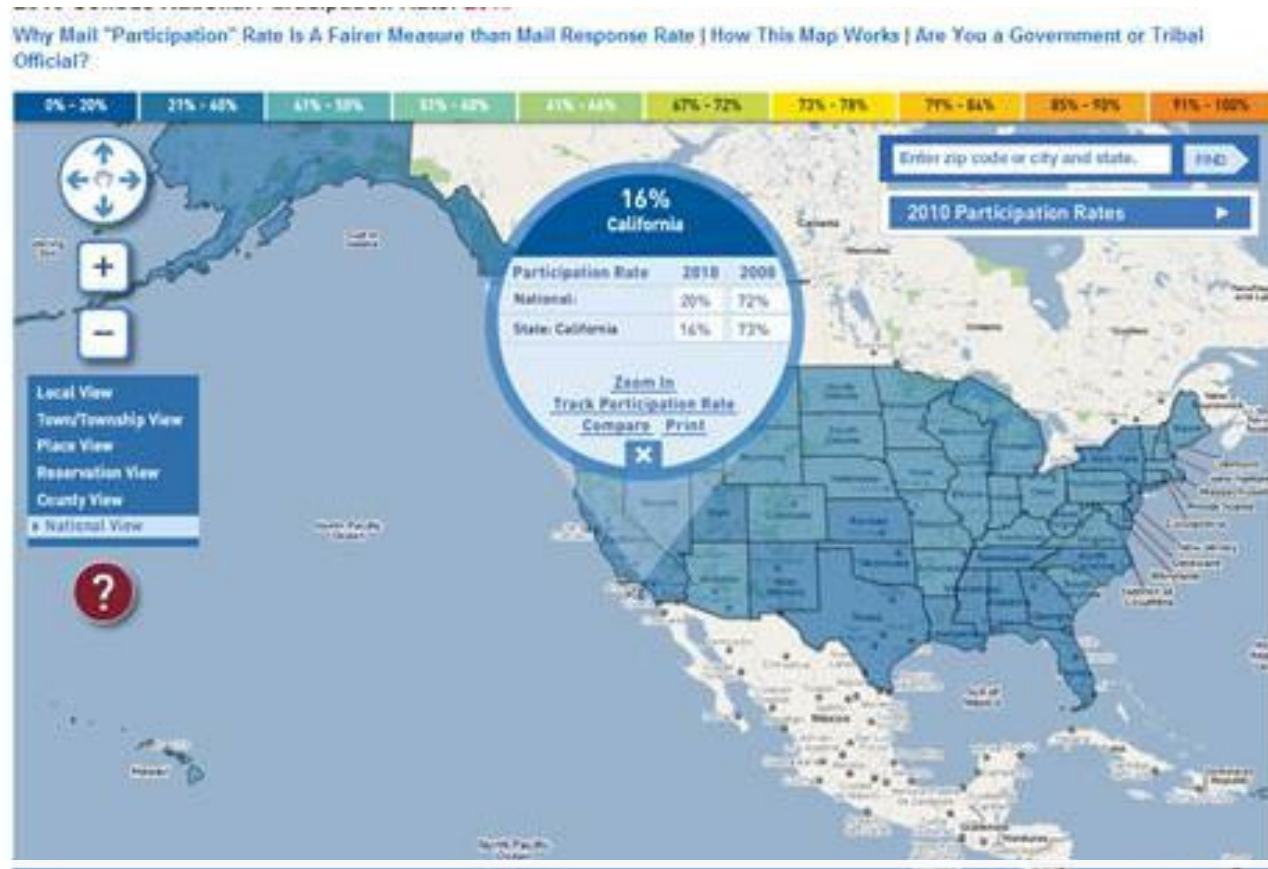
# Census Job Recruitment and Hiring Goals

State	Recruitment Goal	Number Recruited	Hiring Goal
Montana	14,034	4,066	4,000 to 4,500



# **MEASURING THE CENSUS**





## Real-time Response Rates

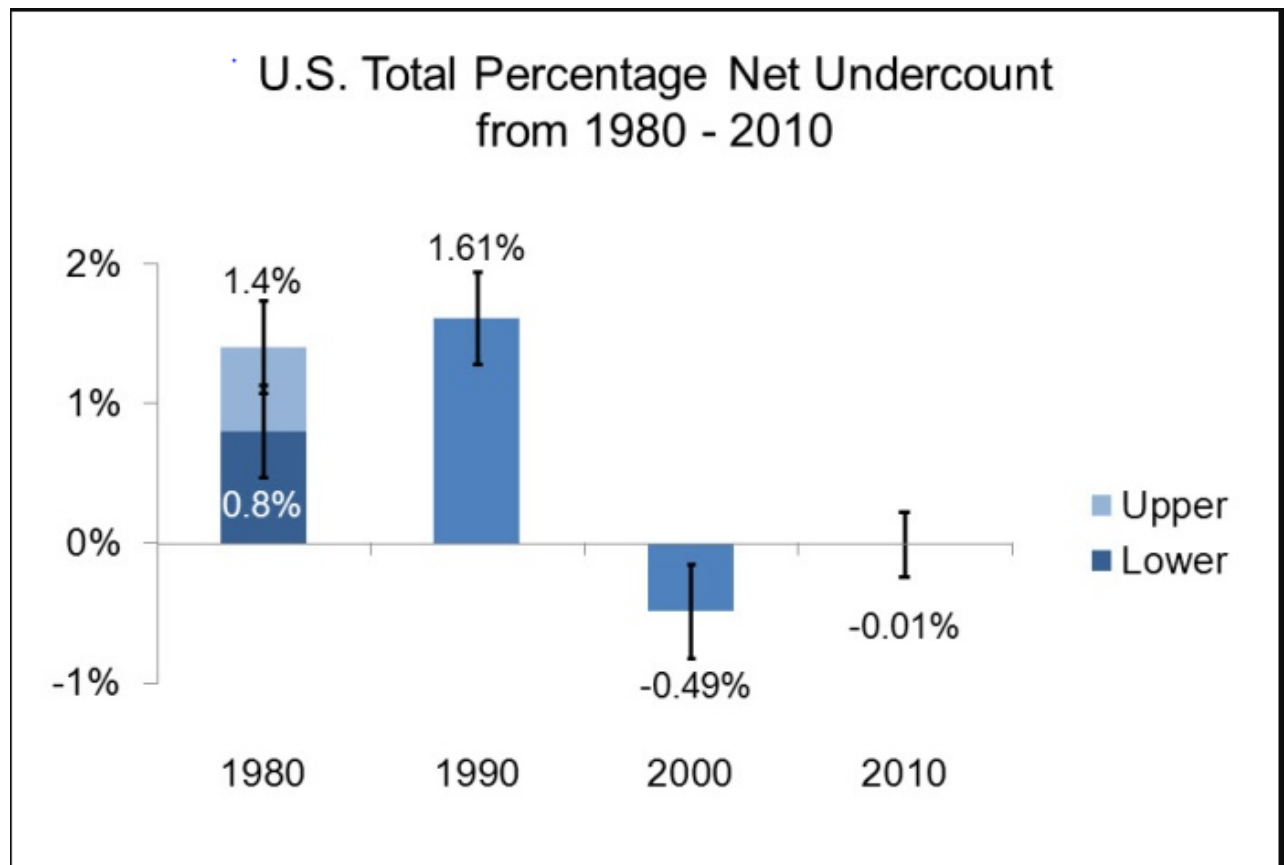
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# Post Enumeration Survey / Census Coverage Measurement





# IMPORTANCE OF THE CENSUS TO MONTANA

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# Why should every person be counted in Montana?

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This simple, short questionnaire takes just a few minutes to complete.



The U.S. Constitution requires a national census once every 10 years. The census is a count of everyone residing in the United States: in all 50 states, Washington, D.C., and the U.S territories.



Census data affect your voice in Congress by determining how many seats each state will have in the U.S. House of Representatives.



Every year, more than \$675 billion in federal funds are awarded to states and communities annually based on Census data. Montana receives more than \$2 billion every year in federal funding based on Census data.



## THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

### Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial  
Census-derived Statistics (Fiscal Year 2015)

#### Montana

Total Program Obligations: \$2,054,746,744  
Per Capita: \$1,989 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$914,494,066
20.205	Highway Planning and Construction	DOT	Grants	States	\$413,116,932
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$171,413,823
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$159,026,628
93.767	State Children's Health Insurance Program (SCHIP)	HHS	Grants	States	\$91,735,000
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$46,472,133
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$45,663,840
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$38,527,377
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$37,233,707
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$31,303,000
10.555	National School Lunch Program	USDA	Grants	States	\$26,473,208
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$23,469,425
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$19,218,551
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$15,559,054
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$12,774,000
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$8,266,000

# FUNDING



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In 2015, 132 federal programs used Census Bureau data to distribute \$675 billion dollars to states and programs during the fiscal year. That's almost \$7 trillion in federal funding over the decade



**More than \$2 billion in federal funding comes into Montana every year that is allocated to the state using Census data.**



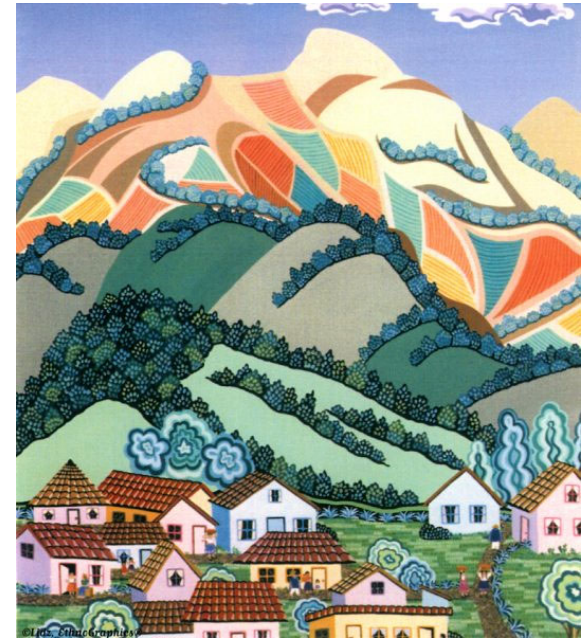
Businesses use Census data to help inform business decisions and spur growth. It also helps organizations identify their markets, customize products and services, and determine skill levels and reasonable commute distance for employees.

# BUSINESS PLANNING



# COMMUNITY AND GOVERNMENT PLANNING

State and local governments use Census data to determine the need for schools, hospitals, highways and other infrastructure. The information informs police and fire protection and directs social services including housing assistance and disaster relief.





# APPORTIONMENT AND REDISTRICTING

# Apportionment and Redistricting

## Apportionment

Apportionment is the **first** part of the process, following the reporting of the results of the Census to the United States Congress.

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers.” (US Constitution)

Apportionment evolved from the 1787 Connecticut Compromise, which established equal representation in the Senate and proportional representation in the House.

Each state must have at least one representative. Reapportionment increases or decreases the number of seats each state has in the House of Representatives. The number of representatives affects the number of electoral votes in the Electoral College.

The apportionment population consists of the resident population of the 50 states plus overseas federal employees (military and civilian) and their dependents living with them

# Apportionment and Redistricting

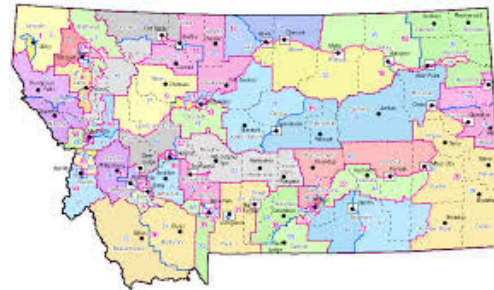
## Redistricting

Redrawing of the boundaries of the districts within each state based on census results.

Redistricting follows the process of reapportionment of the population. Areas within a state gaining or losing significant population in comparison to other will have more changes than those that are stable. District boundaries may also change due to population migration within a state.

Redistricting is used to define state legislative boundaries as well as other political and economic regions, such as voting precincts and school districts

Redistricting data files are based on the resident population which has not included any component of the overseas federal employee population.



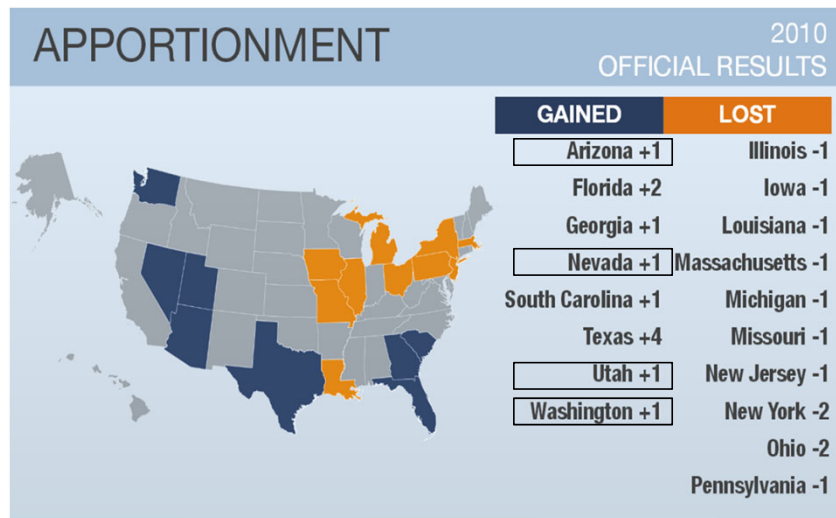
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# 2010 Census - Apportionment

The Census count is used for apportionment of the U.S. House of Representatives



Where additional seats would have gone in 2010?

State | # Total Seats with Addition

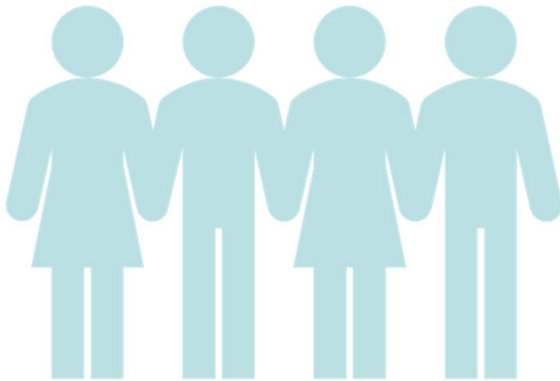
1. North Carolina - 14 seats
2. Missouri - 9 seats
3. New York - 28 seats
4. New Jersey - 13 seats
- 5. Montana - 2 seats**
6. Louisiana - 7 seats
- 7. Oregon - 6 seats**



# Number of People per U.S. Congress Member in Western States

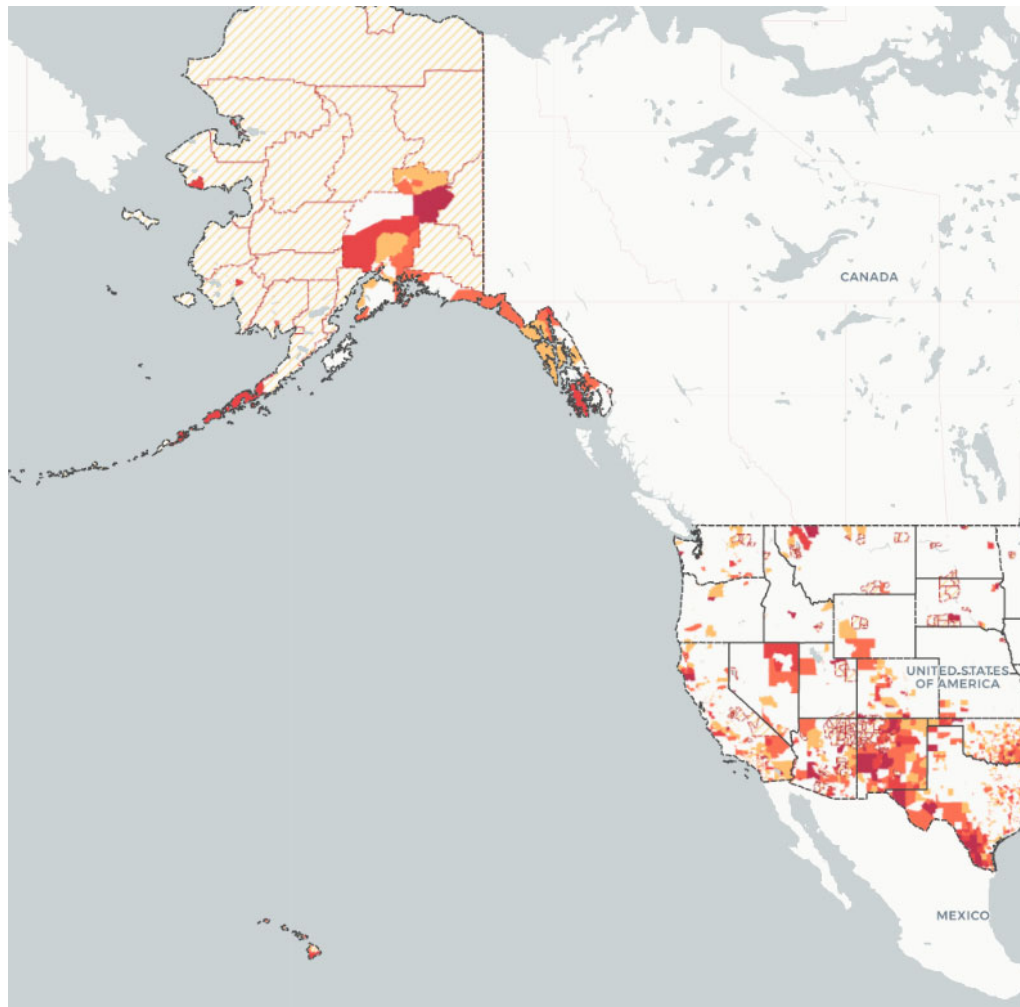
Rank	State	Population	Percentage of U.S. Population (2010 Census)	U.S. Congress Members	People Per Congress Member	Senators	People per Senator	House Seats	People Per House Seat
2	Alaska	721,523	0.2%	3	240,508	2	360,762	1	721,523
3	Arizona	6,412,700	2.1%	11	582,973	2	3,206,350	9	712,522
5	California	37,341,989	12.1%	55	678,945	2	18,670,995	53	704,566
6	Colorado	5,044,930	1.6%	9	560,548	2	2,522,465	7	720,704
12	Hawaii	1,366,862	0.4%	4	341,716	2	683,431	2	683,431
13	Idaho	1,573,499	0.5%	4	393,375	2	786,750	2	786,750
27	Montana	994,416	0.3%	3	331,472	2	497,208	1	994,416
29	Nevada	2,709,432	0.9%	6	451,572	2	1,354,716	4	677,358
32	New Mexico	2,067,273	0.7%	5	413,455	2	1,033,637	3	689,091
38	Oregon	3,848,606	1.2%	7	549,801	2	1,924,303	5	769,721
45	Utah	2,770,765	0.9%	6	461,794	2	1,385,383	4	692,691
48	Washington	6,753,369	2.2%	12	562,781	2	3,376,685	10	675,337
51	Wyoming	568,300	0.2%	3	189,433	2	284,150	1	568,300

# 2020 Census Goals and Challenges



- Motivate People to Respond Particularly Hard-to-Count Areas / Populations
- Assure Respondents that their Data are Confidential and Secure
- Educate about Importance
- Support communities in their mobilization efforts

# Key Issues for Western States




Hardest to Count (HTC)   
Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map

(See "What is HTC?" for more info)

-  0 - 60% mail return rate
-  60 - 65%
-  65 - 70%
-  70 - 73%
-  above 73% (no HTC tracts)

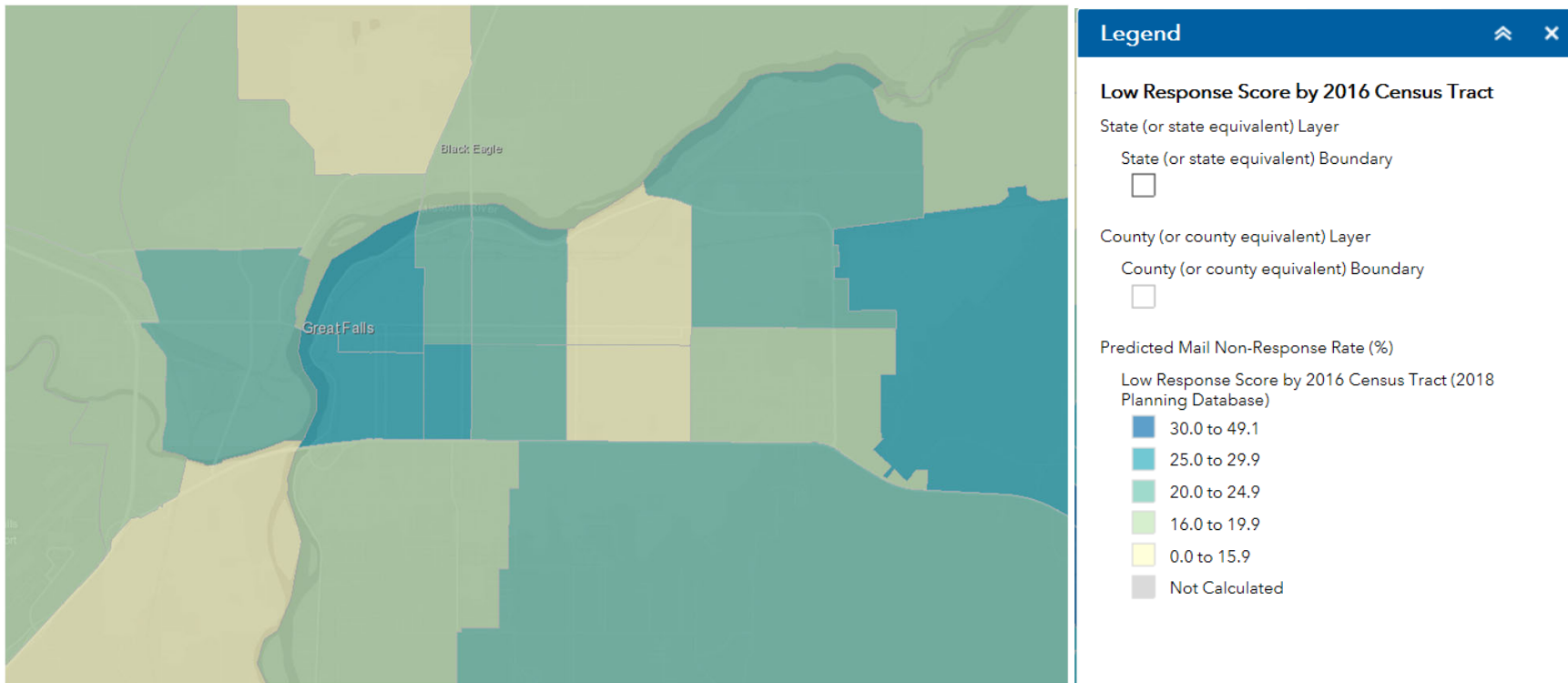
 Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

# Three Main Reasons People are Missed

1. Don't Have an address
  - Can't send / drop a form
  - If get a response, can't "match" them to the ground
2. Can't get a response
  - Have an address, but can't determine occupancy
3. Only get a partial response
  - Children
  - Multiple Families
  - Unrelated individuals



# Response Outreach Area Mapper (ROAM)



# American Indian / Alaskan Native Self-Response

For the 2010 Census, the Census Bureau estimate that American Indians and Alaska Natives (AI/AN) living on reservations or in Native villages were undercounted by approximately 5.0 percent nationwide, more than double the undercount rate of the next closest population group.





# Key Issue - Broadband Service and Internet Subscriptions in in CSGWest States

[2019 Ranking by US  
News & World Report](#)

State	Overall Rank	Broadband Access	Access to Ultra Fast Internet
HI	1	17	1
UT	2	4	7
WA	3	1	16
IR	4	7	14
CO	6	3	23
NV	8	21	10
CA	13	5	33
NM	16	46	3
AZ	20	13	30
WY	22	19	25
AK	26	11	41
ID	41	30	39
MT	46	36	40

# What are Group Quarters?

Group Quarters are places where people who are not related live or stay in a group living arrangement that is owned or managed by an entity or organization providing housing and/or services for the residents.



## The following facilities are considered Group Quarters:

- Group homes
- Nursing facilities/skilled nursing facilities (nursing homes)
- Residential treatment facilities
- College/university or seminary student housing
- Religious group living quarters
- Correctional facilities
- In-patient hospice facilities
- Hospitals
- Workers' group living quarters
- Job Corps centers or vocational training facilities

# Unique Living Situations

We anticipate the numbers of people living in these situations have increased

and we need to find them and count them.

- Living in Cars, Trucks, or RVs in parking lots or along streets
- Tent Encampments
- Campgrounds

For counting individuals who live outside of a home, the Census Bureau has several enumeration programs for service-based locations and transitory locations.

Service-based locations include shelters, soup kitchens, and regularly scheduled mobile food vans.





# What is a Transitory Location?

Transitory Locations are locations where people live in non-traditional housing that is transient or movable in nature. These are enumerated during an operation called “enumeration of transitory locations.”

Examples of Transitory Locations include:

- Recreational Vehicle (RV) Parks
- Campgrounds
- Hotels/Motels
- Circuses/Carnivals
- Racetracks

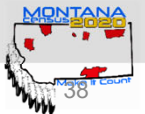


# 2020 Census Federal and State Roles

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# State and Local Complete Count Committees (CCCs)

Key to creating awareness in communities nationwide

## Census Staff

- Partnership Specialists
- Tribal Specialists
- Regional Data Dissemination Specialists
- Support local efforts (Complete Count Program)
- National Media Contract
- National Partnerships
- National Promotional Items

## State/Local Community

- Provide Trusted Voices
- Form State, County, Local, Tribal Complete Count Committees
- Provide Local:
  - Messaging, Networks Knowledge & Resources

# 2020 Census Complete Count Committees in CSGWest States As of October 2019

## Denver Region

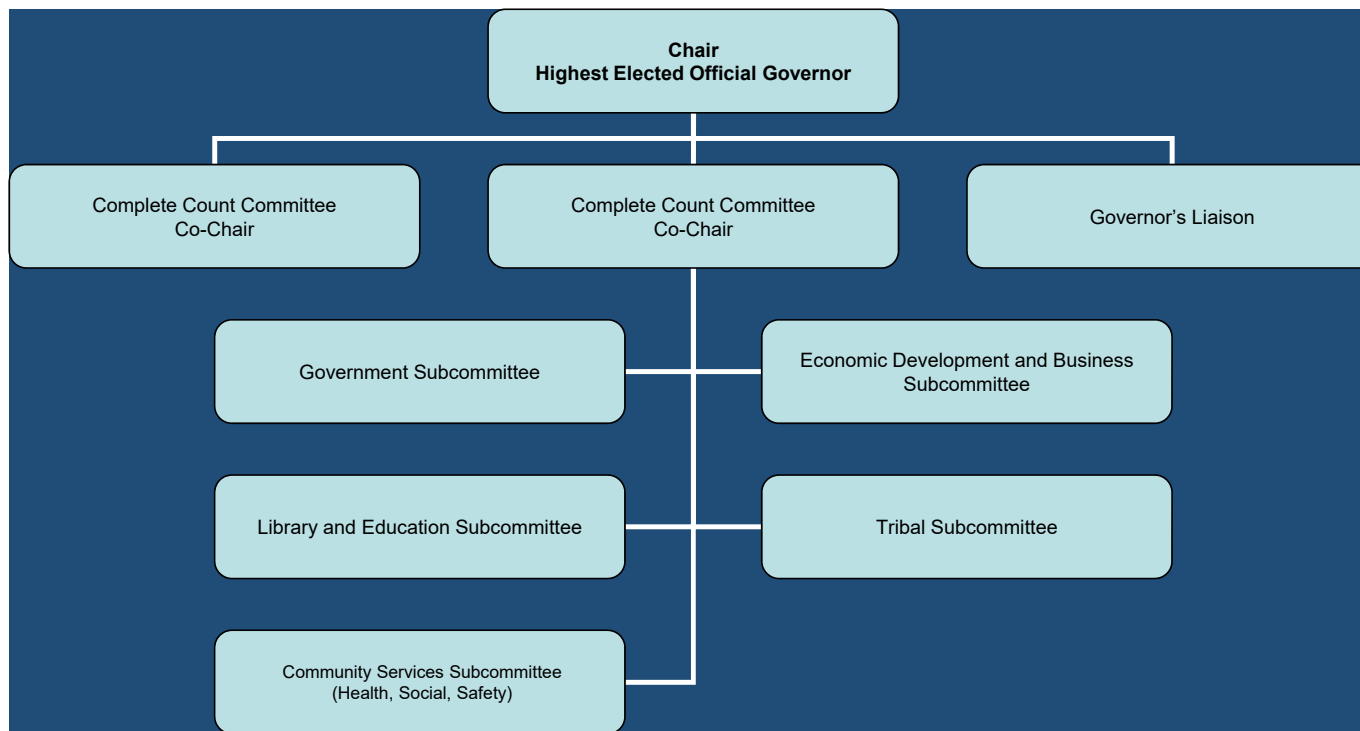
State	State, Tribal and Local CCCs
Arizona	91
Colorado	84
Montana	95
New Mexico	92
Utah	91
Wyoming	30

# State CCC Tasks

- Build strategy for each committee
- Coordinate communications and efforts as best possible with local CCCs
- Motivate response especially in Hard-to-Count areas
- Developing state-specific messaging and materials using available resources
- Look for events and opportunities to deliver the 2020 Census message and identify messengers
- Leverage with other resources where possible
- Work closely with our US Census Bureau Partners – state, tribal, regional and national



# Montana 2020 Census State CCC Committee Structure



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**Census 2020**  
The U.S. Census is coming April 1, 2020. Montana is now preparing.

**Featured Information**  
The map below tells the story of the upcoming plan for Montana. ([Full Screen](#))

**Calendar**  
State Complete Count Committee  
Census Jobs  
Map of Complete Count Committees  
Materials and Links

**April 1, 2020** </>  
**Countdown to Census Day**

DAYS	HOURS	MIN	SEC
274	10	39	9

**Contact Information**  
406.841.2740  
[E-mail](#)  
P.O. Box 200505  
301 S. Park Ave.  
Helena, MT 59620-0533

**Census 2020**  
for Montanans



## State CCC Website [CENSUS.MT.GOV](https://census.mt.gov)

- Calendar of Events
- State CCC members, minutes, plans
- Map of MT CCCs
- Downloadable Materials for CCC use – talking points, presentations, logos, flyers, brochures, - still to come videos and digital clips

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# What You Can Do to Promote the 2020 Census

- **Talk:** Promote discussion about the 2020 Census and emphasize the benefits of participation.
- **Reassure:** By law, the Census Bureau cannot share respondents' answers with anyone, including other federal agencies and law enforcement entities. All Census Bureau employees take an oath of non-disclosure and are sworn for life to protect the confidentiality of the data. The penalty for unlawful disclosure is a fine of up to \$250,000 or imprisonment of up to five years, or both.





# What You Can Do to Promote the 2020 Census

- **Host:** **Be part of your local CCC.** Invite us (Federal or State Partners) to events in your community. Request Census materials and our portable display for your community. Volunteer to record a radio PSA to be aired on YOUR local radio stations. Host a Census awareness event. Commit to do at least ONE THING to get us closer to a complete count!
- **Encourage:** Participation in the census is easy, important and safe, and participation is vital.

