



2020 Census Preparations and Partnership

State Data Center Annual Training Conference

April 9, 2018

Census Preparation - Foundation

- One Census Partnership Specialist; One Data Dissemination Specialist covering North Carolina and South Carolina
- In general, No State Census Budget
- NC SDC – 1 lead person/agency, 3 cords, 41 affiliates including:
 - NC League of Municipalities
 - NC Association of County Commissioners
 - 16 Councils of Government (Lead Regional Organizations)
 - 10 Public Libraries
- Direct SDC Lead Roles – Governor’s Liaison, Census Redistricting Co-Liaison, Statewide LUCA Reviewer, NC Geographic Information Coordinating Council (GICC) Census Working Group Chair

NC SDC Goals

- Maintain consistent contact between Census HQ, Census Regional Office, and State – consistent messaging and coordinate timing with local governments
- Develop statewide Census promotion plan
- Raise awareness of Census preparation operations with local governments and connect them with statewide contacts

NC SDC Goals

- Maintain consistent contact between Census HQ, Census Regional Office, and State – consistent messaging and coordinate timing with local governments
- Support and promote NC SDC affiliates as local 2020 Census information and training resources to everyone but especially to local governments
- Get 2020 Census preparations “on the radars” of local governments through web sites, listservs, and partner mailings
- Use League of Municipalities and Association of County Commissioners’ leadership, meetings, and communication networks
- Work with executive staff to form statewide CCC and Census promotion strategies



North Carolina and the 2020 Census

Census Day is April 1, 2020!

Representation

The Census is constitutionally required to apportion seats in the House of Representatives

The Census counts everyone, once, and in the place they usually reside.

By taking a few minutes to answer your Census form, you will **increase our voice in Congress, bring tax dollars back to our communities, and invest in better planning and services for your neighborhood.**

You can use the internet or your smartphone to complete your 2020 Census questionnaire.

Funding

The US Government spent nearly \$590 billion in FY 2015 based on Census data – **\$1,623 per person in NC**

Your personal Census information is confidential and by law cannot be shared with law enforcement, the courts, immigration, or anyone for 72 years.

Being counted in the Census is safe, quick, and very important to the future of our communities and state.

The Census is a once a decade snapshot of who we are, and you are an important part of that picture! You count in your neighborhood, county, and state ... Be Counted in the Census!

Planning

Local governments and businesses rely on Census data to evaluate how to serve their communities

2020 Census



330+
million
people



140+
million
households



less than
9 months
to count every person,
tabulate data, and produce
the results



1 chance
to succeed

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Counting for Dollars

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

North Carolina

Total Program Obligations: \$16,297,657,450

Per Capita: \$1,623

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$8,145,291,856
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$2,395,550,386
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$1,965,514,927
20.205	Highway Planning and Construction	DOT	Grants	States	\$964,157,631
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$416,567,002
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$395,016,000
10.555	National School Lunch Program	USDA	Grants	States	\$375,637,608
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$360,281,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$327,610,503
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$212,128,753
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$193,937,087
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$148,057,234
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$122,249,000
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$118,621,765
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$86,585,698
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$70,451,000

Local Update of Census Addresses (LUCA)

- 11 local informational workshops in Spring 2017
- 16 local training sessions completed from October 2017 – January 2018 hosted by NC SDC COG affiliates
- Training presentation available online
<https://www.osbm.nc.gov/luca-training-north-carolina>
- Demo of Geographic Update Partnership (GUPS) software available at NC Census YouTube Channel
https://www.youtube.com/channel/UCZIm339foH_sjwc09NAMxSA



LUCA Preparation

- 87% County Participation in LUCA
Significant improvement from 2010 LUCA
- Local COG outreach, hosting, and support throughout LUCA was welcome by county and municipal staff.
- Keeping the local partners informed and supported is VITAL.
- Statewide address resource responds to GSSI and will support statewide LUCA response.

Long Term Priority

Utilize AddressNC (statewide address resource) to support Census preparation, prepare for E-911 and other state agency and State Demographer needs, reduce reporting burden

Boundary Annexation Survey (BAS)

- NC SDC conducts BAS NRFU but is not the BAS certifying entity in NC.
- Included NC BAS certifier in all 2020 Census geographic planning
- March/April non-response follow-up
- North Carolina BAS workshops held this week:
 - Wilmington, February 12
 - Durham, February 13
 - Charlotte, February 14



Boundary Preparation

- BAS non-response – The Usual Offenders
- The GICC was a great resource for keeping state geospatial partners informed of Census preparations
- Consistent messaging and local support have created more comfort with BAS, other Census prep programs, and the GUPS software

Long Term Priority

Improve statewide boundary resource (BoundaryNC?) to support Census, state agency, and State Demographer needs and reduce reporting burden.

Complete Count Committees

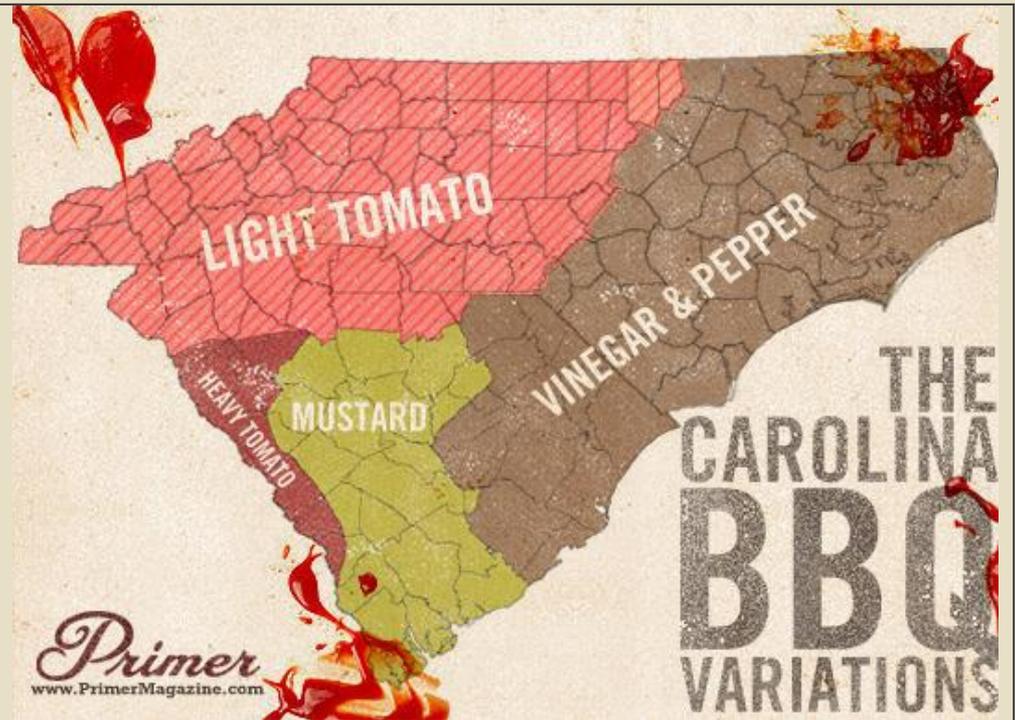
- Supported Regional Office meetings with HEOs providing state support for Census participation
- NC SDC Lead attended meeting with Census Director and team and NC Governor Cooper
- Regular discussions with executive staff on statewide CCC development
- Lots of questions about CCC formation
 - Census Planning Database
 - Response Outreach Area Mapper (ROAM)
 - Census Engagement Navigator
 - Developing local maps and visualizations

Contact

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