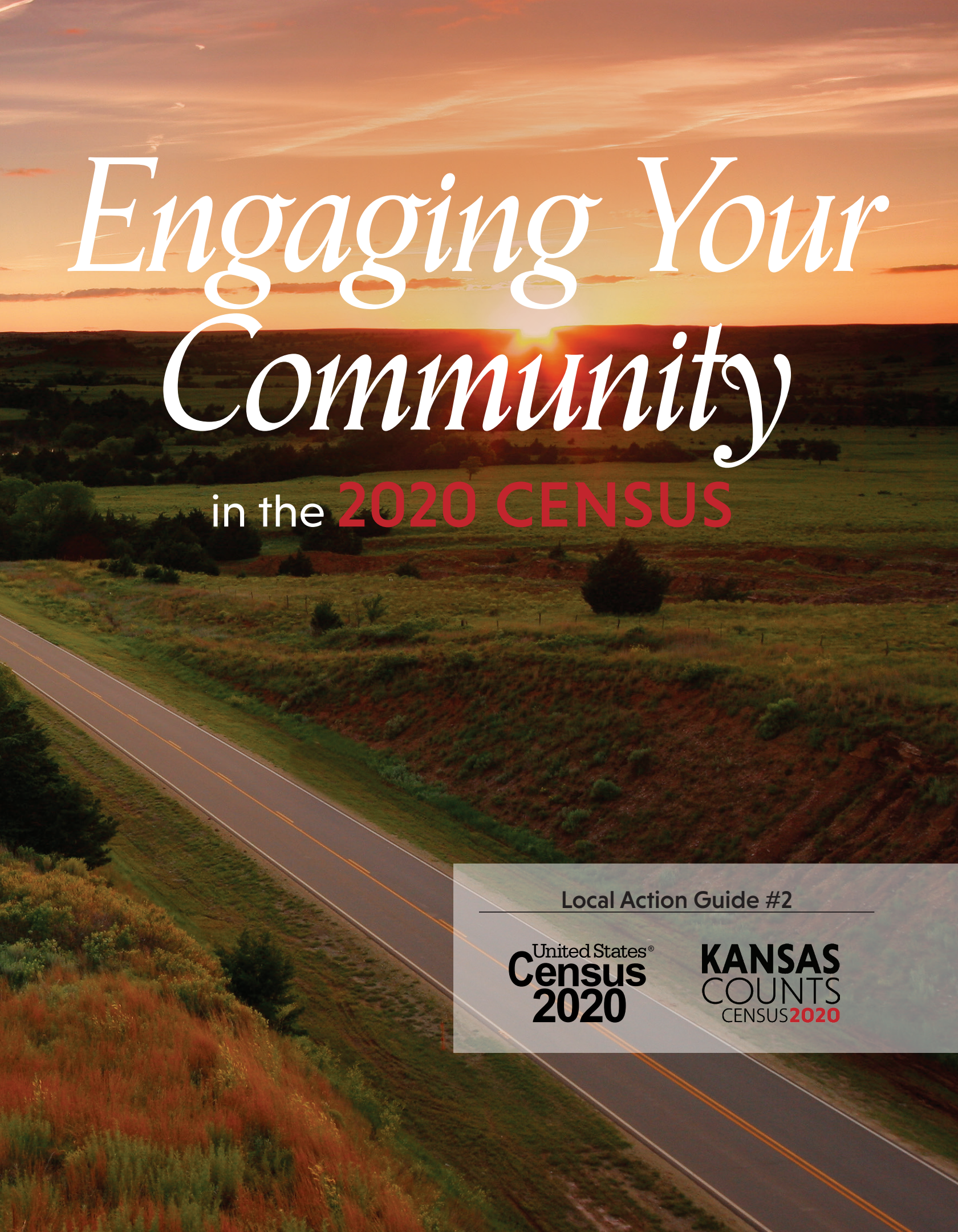


Engaging Your Community

in the 2020 CENSUS

Local Action Guide #2

United States® Census 2020

KANSAS COUNTS CENSUS2020

Why the Census is Important *to Kansas Communities*

If 1% of the Kansas population is undercounted in the 2020 Census, the state of Kansas could miss receiving approximately $603,990,400 in federal funding over a 10-year period. It is critical that you count, your city counts, and Kansas Counts by participating in the 2020 Census.

Kansas Counts is a statewide effort aimed at increasing engagement, awareness, and participation in the 2020 Census. Kansas Counts provides the opportunity to ensure you, your city, and the state of Kansas counts. Participation in the census helps create fair congressional representation for Kansans; obtains valuable information that leaders can use to plan for your city's future; and increases resources for health, schools, transportation, and more. At *Kansascounts.org* we can help you and community census volunteers navigate the 2020 Census to achieve a complete count in Kansas.

We all care about Kansas, our cities, and our homes. We can make a difference by participating in the 2020 Census.

It only takes a few minutes, but the impact will be felt for years. In the spring of 2020, everyone in our country will get counted, so don't miss out on your chance to make a difference.

Federal Funding in Kansas Supports

- Parks
- Literacy Programs
- Senior Services
- Affordable Housing
- Schools
- Health Clinics
- Fire Stations
- Veterans programs
- Job Training
- Community Centers

... and hundreds of other critical services and program that make a difference in our lives.

The 2020 Census & Local Municipalities

Why Cities should Participate

Why the Census Matters:

- An accurate census helps ensure fair representation at all levels of government.
- The census directly impacts the funding your city will receive over the next decade.
- The census provides the most reliable and complete data for research, decision making, and planning for both the public and private sectors.

What Cities Can do to Support Census Efforts and How City Leaders Can Help:

Collaborate with the Census Bureau

- Identify a Census point of contact for your city to receive pertinent census information and Kansas specific activities, events, and data.
- Use city-run social media and communications channels to amplify the Census Bureau's communications campaign to maximize the self-response rate in your municipality. This also may include the communication of more tailored messages that are customized for the population of your municipality.
- Support the enumerator and address canvasser recruitment processes by promoting census hiring efforts in your local city. These efforts help provide the Census Bureau with qualified applicants who are representative of the communities in which they will be working.
- Use census data in public materials to show their value. The League created profiles for each city using census data (*see page 5 for information*).

Integrate City and Municipal departments

- Use your own position to "get out the count." Local elected officials are often the most trusted government representative that residents hear from on a regular basis. Remind your constituents why participation in the 2020 Census is so important for themselves as well as their families, their neighborhoods, and for your municipality.
- Start an interdepartmental team and designate a lead coordinator from within existing staff to facilitate an organized and integrated outreach effort. Choose someone from whom agency leaders can get answers to questions and guidance on efforts to support the 2020 Census.
- Leverage your Office of Communications and Public Affairs to amplify Census Bureau messaging and to counter potential disinformation. Your media presence and social media accounts may be especially trusted by members of your own community.
- Work with local utility companies to include alerts and reminders in monthly mailings. Utility records can be one of the best sources of accurate address information. In addition, their monthly service mailings can also be designed to include reminders for Census participation during the early part of 2020.
- Connect your schools and educational institutions with the Statistics in Schools program where teachers can find classroom resources about the importance of the census and being counted so that students might learn and take the message home.
- Host internet kiosks at libraries and other public buildings to facilitate internet response to the census. Easy access to online submission portals is the best way to mitigate the broadband access gap for certain communities. Libraries, community centers, or social-service buildings, and other community hubs can be places for residents to both get information about the census and get counted.
- Alert your local law enforcement, emergency response, and dispatch services to handle calls from the community during in-person Non-Response Follow Up (NRFU). During this time, enumerators will be canvassing door-to-door, potentially leading to increased 911 calls.

Involve Your Community Through Complete Count Committees (CCC)

Complete Count Committees are volunteer committees established by tribal, state, and local governments, and community leaders to increase awareness and motivate residents to respond to the 2020 Census. CCCs play an integral part in ensuring a complete and accurate count of the community in the 2020 Census. Success of the census depends on community involvement at every level.

Additional Resources

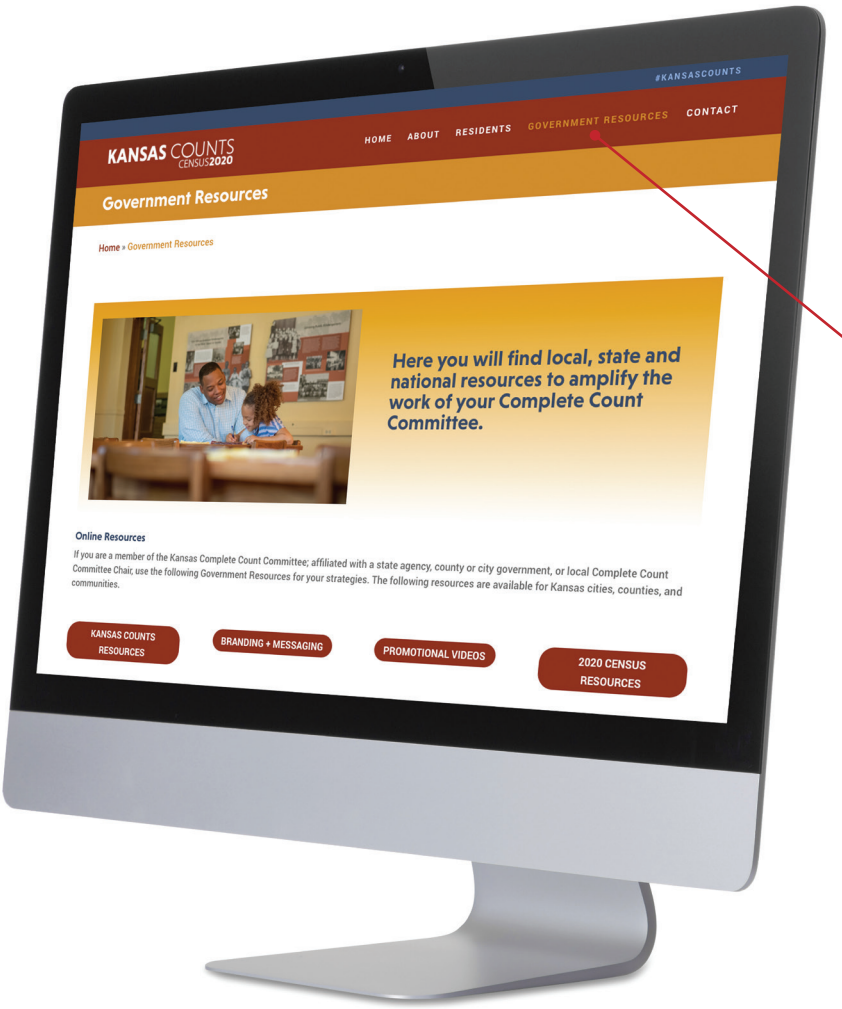
The U.S. Census Bureau offers a mapping tool, the Response Outreach Area Mapper (ROAM), that includes a layer that is helpful in identifying census tracts that are historically hard to count. In addition, the City University of New York's (CUNY) Mapping Services developed mapping tools to help determine HTC communities that may exist in your city.

ROAM: *www.census.gov/roam*

CUNY HTC Interactive Database:
www.censushardtocountmaps2020.us

KANSAS COUNTS CENSUS2020

Spread the Word



Kansas Counts Website

If you are a member of the Kansas Complete Count Committee; affiliated with a state agency, county or city government, or local Complete Count Committee Chair, visit the *www.KansasCounts.org* website to access multiple resources and for your strategies.

HERE YOU WILL FIND:

- **Kansas Counts Resources**
- **Branding + Messaging**
- **Promotional Videos**
- **2020 Census Resources**

All assets available on Kansas Counts can be added to your website, PSAs, and promotional materials.

Social Media Examples

We have simplified social media for your city. At *www.KansasCounts.org* you can not only download Kansas Counts branding and logos, you can also download social media messaging to promote a complete count in your city in 2020.

City Profile

Help residents see the value in taking the 2020 Census with a one-page infographic on you city. Learn how much federal funding your city can lose, population statistics, health and education data, and more. Cities can download their unique infographic and data from *https://kansascounts.org/government-resources/city-data*

Census data matters to your community.

An under count in **Kansas** means our community could miss out on approximately **$52,466.40** in federal funding (over 10 years) for each household that is missed in the 2020 Census.

KANSAS COUNTS CENSUS2020

FACTS ABOUT KANSAS *(based on data from the U.S. Census Bureau)*

COMMUNITY:

Total Population (as of 2017): **2,903,820**

Population Change Since 2010: **+50,702**

Median Age: **36.3**

ECONOMY:

Median Household Income: **$55,477**

Number of Residents (age 16+) Employed: **2,264,633**

Number Employed in Health Care, Social Assistance, and Educational Services: **351,806**

Population Working Outside of City: **39.10%**

Average Commute Time to Work: **19.2 minutes**

HEALTH:

Number of Population with Health Insurance: **2,569,336**

Number with Private Insurance (i.e. Employer, Direct-Purchase): **2,118,949**

Number with Public Health Insurance (i.e., Medicare, Medicaid, Tricare/military): **808,712**

Number with No Insurance: **274,403**

*Residents can have multiple forms of insurance

HOUSING & LIVING:

Median Household Size: **2.52**

Median Household Value: **$745,441**

Total Number of Structures: **1,259,647**

- Single Unit: **973,349**
- Multi-Unit: **228,522**
- Mobile Home: **57,137**
- Boat, RV, van, etc.: **639**

Households with Broadband Internet Access: **869,434**

EDUCATION:

Number of School-age Children: **783,160**

Total Population Over 25 Years of Age: **1,886,741**

*Graduated High School (incl. GED): **494,849**

*Attained Some College, No Degree: **445,804**

*Attained Associates Degree: **156,529**

*Attained Bachelor's Degree: **389,007**

*Attained Graduate of Professional Degree: **221,339**

*Data points indicate highest education level achieved

Ensure that ***you count, your community counts, and Kansas counts*** by completing your 2020 Census questionnaire online, by phone, or by mail.

All data derived from the ACS 2013-2017 estimates.

50 Ways *Census Data Is Used*

- Drawing federal, state, and local legislative districts
- Drawing school district boundaries
- Decision making at all levels of government
- Planning budget for governments at all levels
- Forecasting population trends
- Charting local demographic changes
- Setting community goals
- Planning urban land use
- Designing public safety strategies
- Estimating the number of people displaced by natural disasters
- Developing "intelligent" maps for government and business
- Forecasting future transportation needs for all segments of the population
- Planning for public transportation services
- Forecasting future housing needs for all segments of the population
- Establishing fair market rents and enforcing fair lending practices
- Development of rural areas
- Determining the local impact of military Base Realignment & Closure programs
- Planning and researching for media as background for news stories
- Evaluating programs in different geographic areas
- Planning health and educational services for people with disabilities
- Assessing the potential for spread of communicable diseases
- Distributing medical research
- Setting a standard for creating both public and private sector surveys
- Facilitating scientific research
- Planning for school projects
- Developing adult education programs
- Providing genealogical research
- Researching historical subject areas
- Directing services to children and adults with limited English proficiency
- Directing funds for services for people in poverty
- Developing assistance programs for native populations
- Developing assistance programs for low-income families
- Helping community foundations identify the size and nature of their service areas
- Spotting trends in the economic well-being of the nation
- Planning investments and evaluating financial risk
- Publishing economic and statistical reports about the U.S. and its people
- Making business decisions
- Attracting new businesses to state and local areas
- Creating radius reports for business site locations
- Understanding consumer needs
- Understanding labor supply
- Delivering goods and services to local markets
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau

Planning future government services; including planning and zoning forecasting

Creating maps to speed emergency services to households in need of assistance

Designing facilities for people with disabilities, the elderly, or children

Determining areas eligible for housing assistance and rehabilitation loans

Distributing over $800 billion annually in federal funds and even more in state funds

Reapportioning seats in the U.S. House of Representatives

Planning for hospitals, nursing homes, clinics, and locations of other health services

How to Talk About
THE 2020 CENSUS

Population estimates collected through the decennial census are not only used to determine federal, state, and local districts but are also used to distribute over $6 billion in federal funds to Kansas. Census data directly impacts the funding your city or county will receive over the next decade. Additionally, the census provides the most reliable and complete data for research, decision-making, and planning for both the public and private sectors.

Government, major community stakeholders, and businesses use Census data for infrastructure and transportation planning; emergency preparedness, disaster relief, and resiliency planning; education planning and design of curricula; medical planning including public health tracking and disease control; socioeconomic research on communities which can lead to grants; statistics and metrics used in journalism and news reporting; determining new markets and where to expand businesses; location of retail outlets and logistics facilities; and workforce development to name just a few.

For each household missed in Kansas we could lose approximately $52,466.40 per home over a 10-year period. What could this mean to your city? It's important to organize your community now to prepare for the 2020 Census – form or join a Complete Count Committee.

CENSUS 2020 TALKING POINTS

- Census numbers are used to distribute over $6 billion in federal funds to Kansas every year.
- Every uncounted person costs the state of Kansas approximately $2,082 in federal funding.
- Census data is used to determine federal, state, and local voting districts.
- Businesses and government agencies consider population trends when choosing places to locate, which in turn boosts economic growth.
- As it's only a once-every-10-years process, it's crucial to get the count right or states that are undercounted will be shortchanged for a decade.
- Government, businesses and other stakeholders use census data for infrastructure and transportation planning; emergency preparedness, disaster relief, education funding, health tracking, and disease control, and a multitude of other things.

FOLLOW US ON SOCIAL MEDIA

We are also sharing information through social media and primarily use the hashtags #KansasCounts and #2020Census. We also use #localgov and #CCC (for Complete Count Committee) when appropriate. We worked with a graphic design firm to roll out a KansasCounts website for the 2020 Census in September, and also have a page on the League's website. Here are the platforms we are using:

LEAGUE WEB PAGE: *www.lkm.org/page/census* (includes social media advertising grant application and recordings of League webinars)

KANSAS COUNTS WEBSITE: *www.kansascounts.org* (includes city profiles, Kansas specific information about the 2020 Census, logos, FAQs, and downloadable graphics – social media content coming soon!)

Don't forget to apply for a social media advertising grant!

Grants will be awarded to cities with thoughtful, innovative strategies for reaching residents through social media platforms. Grant amounts will vary depending on the city's capacity & proposed activities. Based on the number of applications grants will be awarded up to $2,000. Apply at *www.lkm.org/page/census*

Kansas Counts **Kansas Counts** **kansascounts**

KANSAS CENSUS CONTACTS

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League's 2020 Census Efforts:

- Assistance with local organizing efforts;
- Presentations at state-wide, regional, and local meetings;
- Educational/Informational webinars on key census topics;
- Assistance with media and messaging about the 2020 Census;
- Downloadable graphics, fact sheets, FAQs, and social media content;
- Informational articles that can be used in city/county/community newsletters or websites;
- Personalized profiles for cities to help tell the story of how population data affects their local community (*https://kansascounts.org/government-resources/city-data*);
- Funding for social media advertising grants to cities (*https://www.lkm.org/page/census*);
- Coordination with state partnership specialists and statewide Complete Count Committee; and
- Coordination with State Census Data Center to ensure data records are as accurate as possible.

Help your residents identify fraudulent activity and scams around the 2020 Census

The Census Bureau will never ask for:

- A full social security number
- Money or donations
- Anything on behalf of a political party
- Your full bank or credit card account numbers

THE LEAGUE OF KANSAS MUNICIPALITIES