



**Missouri** Foundation  
for **Health**

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# Making the Census Count: How an Accurate Count Benefits Missouri's Seniors

Show Me Summit on Aging & Health  
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# 2020 Census: Who is Counted?

- The census counts all persons who live in the United States on April 1, 2020, regardless of citizenship or immigration status
- People are counted at their “usual place of residence”

# 2020 Census: Getting a Complete Count

- Why should it matter to you?
  - Distribution of federal resources
  - How congressional seats are decided
  - Accurate data for strategic decision-making

# 2020 Census: New Challenges

- First high tech census
- Fewer canvassers and limited outreach
- Decreased and delayed funding

# 2020 Census: Impact on Missouri

- Received **\$16.5B** in federal funds in FY2016
- Forfeited **\$1,272** for every person undercounted in 2010
- Lost a congressional seat as a result of 2010 Census

# Missourians Rely on Federal Dollars



\$6.5B in federal Medicaid dollars



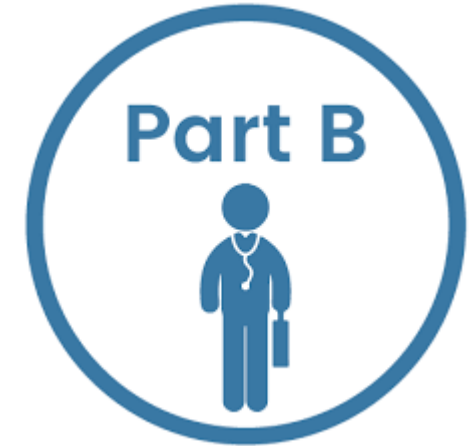
\$240 million in Section 8 Housing Choice Vouchers



\$1.2B in federal SNAP dollars



\$73 million for Low-Income Housing Energy Assistance Program



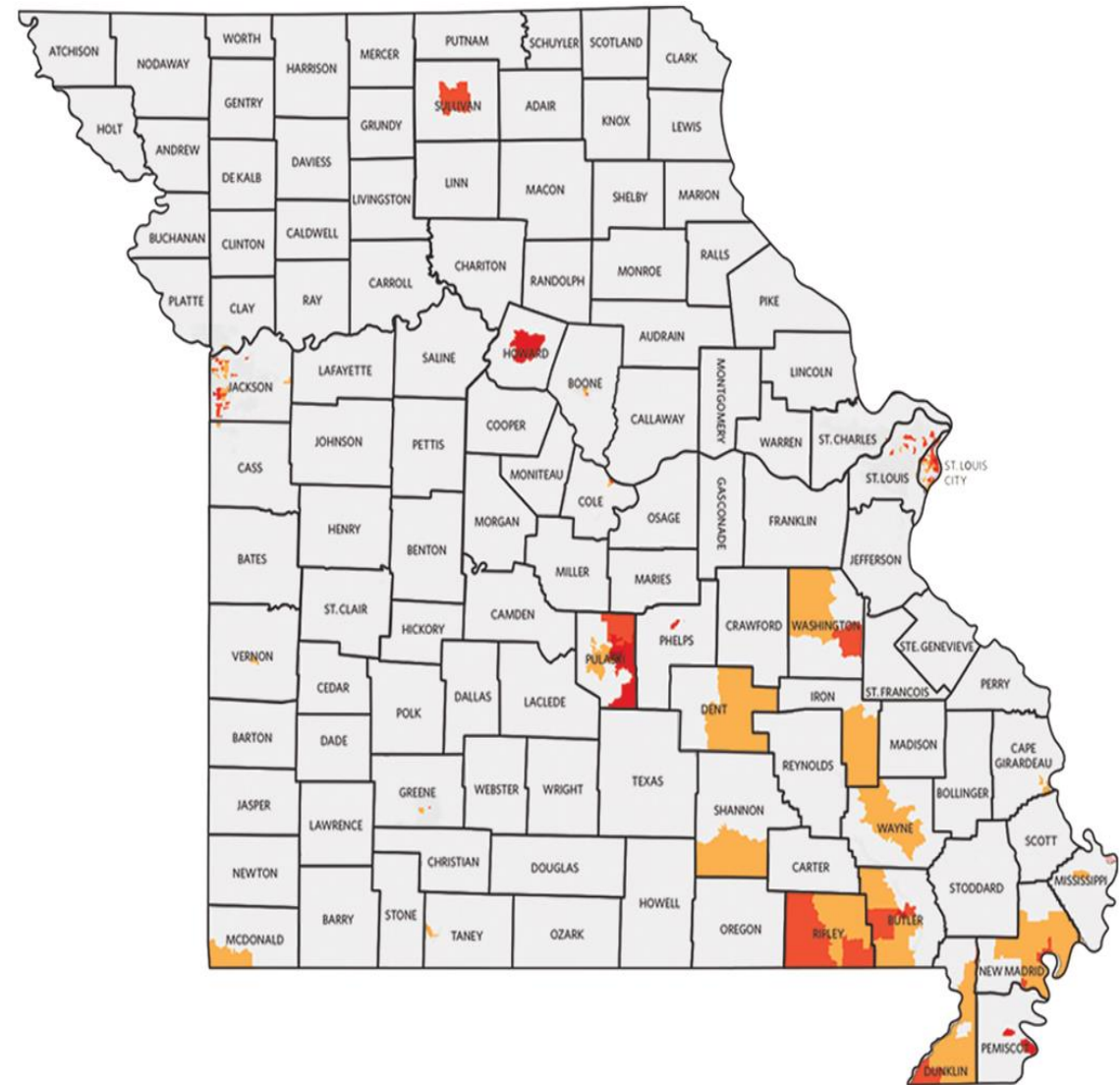
\$1.2B in Medicare Part B



\$967 million for Highway Planning and Construction

# Missouri Hard-to-Count

- **Nine percent** of population
- **Scattered HTC communities**
  - Low income
  - Rural
  - Renters/multifamily housing
  - Communities of color
  - Limited English proficiency
  - Children under 5
  - Older Adults\*





# 2020 Census Timeline

- **Self Response**
  - Mid March-April 30
- **Non-response Follow-up**
  - May-July 2020
- **Group Quarters**
  - July-August 2020
- **Deliver to POTUS**
  - by December 31, 2020

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



# How to Verify Census Worker

- Check for valid ID Badge
  - Photograph, US Department of Commerce watermark, and expiration date
- Official bag with Census Bureau logo or a laptop
- Letter on official letterhead stating why they are visiting your residence
  
- OR Ask for supervisor's contact information and/or phone number for your Census Bureau Regional Office

# Avoid Scam or Fraud

- The Census Bureau will never ask for:
  - Social Security number
  - Bank Account or credit card numbers
  - Money or Donations
  - Political Party

Visit the [2020 Census Website](#) for more information

Suspect Fraud? Report it at [800-923-8282](tel:800-923-8282)

# Considerations

- Awareness and apathy
  - Trust in government
  - Competing for airtime
  - Internet access
- Rural Communities face multiple barriers
    - Broadband
    - Canvassing difficulties
    - P.O. Box Usage

# Activities

- Funding
  - MFH RFA - [Census Outreach & Engagement](#) (open until 9/23)
  - [St. Louis Regional Census Fund](#) (open until 10/15)
- Government
  - State Complete Count Committee
  - Local & Regional Complete Count Committees
- Statewide messaging campaign
  - November 2019

# What can you do?

**Don't wait until April 2020!**

- Spread awareness
- Utilize messaging materials
- Funding opportunities
- Help establish or participate in Complete Count Committees



# Contact



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 [mffh.org](https://mffh.org)   

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Visit [mffh.org/census](https://mffh.org/census) for more information!