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

$1.2B in federal SNAP dollars

$240 million in Section 8 Housing Choice Vouchers

$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

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
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<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
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<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
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<td>March 26-April 3</td>
<td>If you haven’t responded yet:</td>
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<tr>
<td>April 8-16</td>
<td>A reminder postcard.</td>
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<td>April 20-27</td>
<td>A reminder letter and paper questionnaire.</td>
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<td></td>
<td>A final reminder postcard before we follow up in person.</td>
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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
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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Visit mffh.org/census for more information!