



2020 Census Update

Gahanna City Council
October 21, 2019



MID-OHIO REGIONAL
MORPC
PLANNING COMMISSION

2020 Census Update

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Census Basics



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- The Decennial Census is a count of every person living in the United States & is Constitutionally mandated
- Administered by the US Census Bureau – only Census employees may collect or enumerate data
- 2020 questionnaire consists of 9 questions
- First time the Census will be primarily digital
 - Still paper form and telephone options
- Key dates
 - February & March 2020 – Invitations sent out
 - April 1, 2020 – Census Day
 - May – Summer 2020 – Nonresponse follow-ups
 - December 2020 – Apportionment counts delivered to the President & Congress
 - March 31, 2021 – State and local redistricting data released

Start here OR go online at [url removed] to complete your 2020 Census questionnaire.
Use a blue or black pen.

Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.
- If no one lives and sleeps at this address most of the time, go online at [url removed] or call the number on page 8.

The census must also include people without a permanent place to live, so:

- If someone who does not have a permanent place to live is staying here on April 1, 2020, count that person.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away from here, either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2020.
- Leave these people off your questionnaire, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2020?

Number of people =

2. Were there any additional people staying here on April 1, 2020 that you did not include in Question 1?
Mark all that apply:

- Children, related or unrelated, such as newborn babies, grandchildren, or foster children
- Relatives, such as adult children, cousins, or in-laws
- Nonrelatives, such as roommates or live-in babysitters
- People staying here temporarily
- No additional people

3. Is this house, apartment, or mobile home — Mark ONE box.

- Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*
- Owned by you or someone in this household free and clear (without a mortgage or loan)?
- Rented?
- Occupied without payment of rent?

4. What is your telephone number?
We will only contact you if needed for official Census Bureau business.

Telephone Number
 - -

Form number removed

Importance of the Census to Central Ohio



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- Over \$880 billion in federal funding allocated annually based on Census counts
 - Infrastructure – transportation funding, CDBG
 - Healthcare – Medicaid, Medicare, WIC
 - Education – Pell Grants, student loans, Head Start
 - [\\$33 billion to Ohio each year](#)
 - Equates to \$1,800 per person annually for 10 years
- Census count determines representation
 - Congressional seats, state legislature, city council wards
 - Ohio projected to lose 1 seat in Congress
- Decennial Census is critical data and feeds other critical Census programs



Local Government Roles

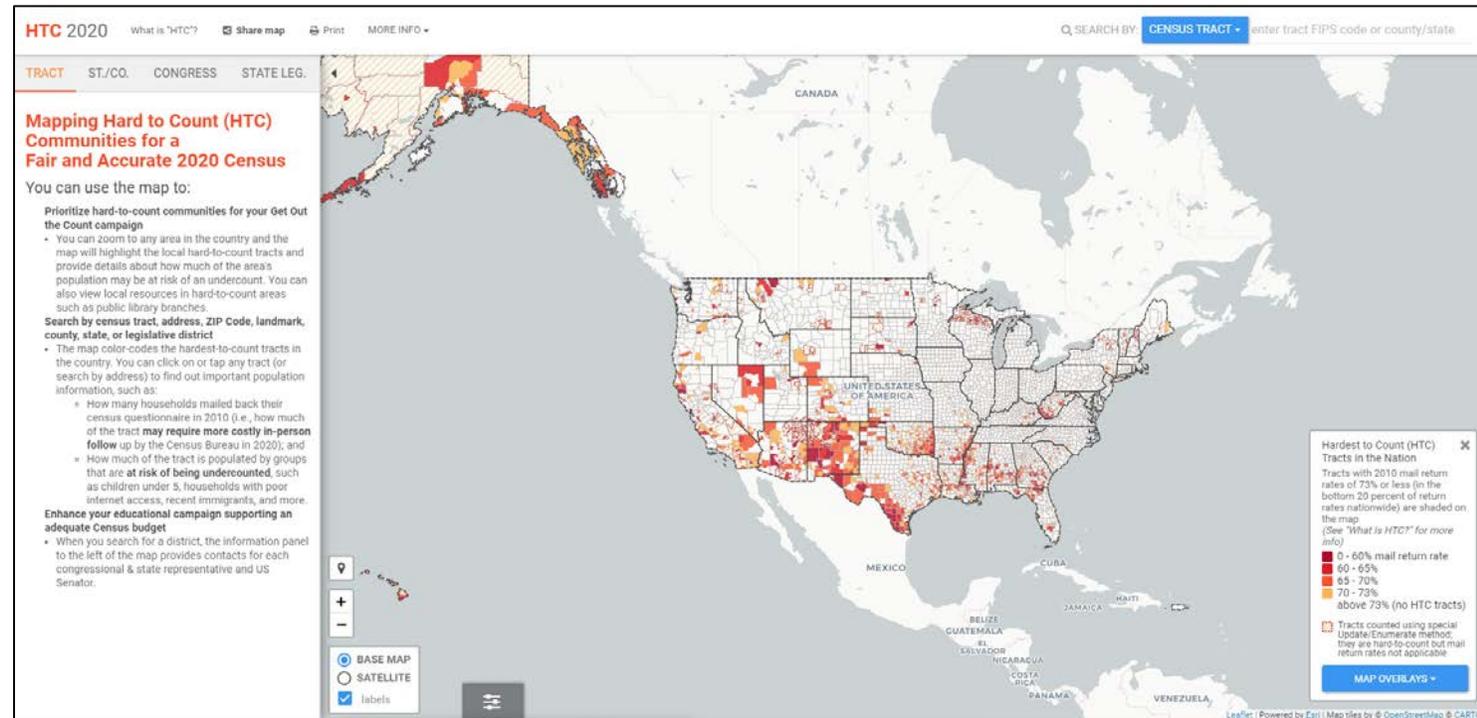
- Education, outreach, and promotion
 - Local knowledge & inclusion of Hard to Count populations
- Columbus/Franklin County Complete Count Committee
 - 29 subcommittees
 - Hard-to-Count populations – children under 5, immigrants, persons of color, renters
 - Other groups at risk of undercounting – seniors, LGBTQ, veterans
 - Key sectors – business, media, philanthropy
- Local Government Subcommittee
 - Leverage public resources - libraries, rec centers, etc.
 - Key info & talking points
- Technical Preparations



<https://www.columbus.gov/columbuscounts/>

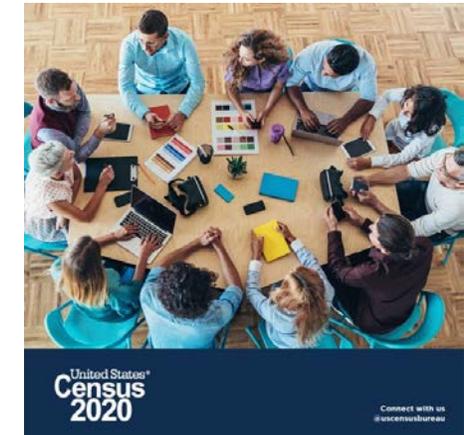
Barriers to a Complete Count

- Hard to Count populations
 - Historically undercounted groups for a variety of reasons
 - Language barriers, low levels of engagement, high mobility, uncertainty in how to respond, etc.
- Concerns about data use, security, and general mistrust of government
 - Citizenship question issue contributed to these concerns
 - Concerns about being targeted based on responses
 - Important for trusted local representatives to provide accurate information and assurances
- First ever digital Census
 - Logistics of completing the survey online
 - Digital access, adoption, and comfort



Ways to Get Involved

- Share content on social media
 - Amplify messages from MORPC, Columbus, and others about the Census
 - Census Bureau & Columbus have created social media toolkits for your own messaging
- Volunteer
 - Connect via the “Contact Us” page on the Columbus/Franklin County Complete Count Committee site
 - We can provide materials for your festival or event
- Talk to family, friends, and residents
- Census Bureau is hiring!
 - www.2020census.gov/jobs



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