



Virginia Rural Health Association

Census 101



CENSUS 101

CENSUS 101: WHAT

Every 10 years, the federal government conducts **a population count** of everyone living in the United States of America.



CENSUS 101: WHO

YOU.

In order to have an accurate and complete count during the 2020 Census, it is important that everyone living in Virginia completes a Census form.



CENSUS 101: WHERE

In 2020, for the **first time ever**, the U.S. Census Bureau will accept responses **online**, but YOU can still respond by phone or mail if you prefer. Responding should take less time than it takes to finish your morning coffee or read your morning newspaper.



CENSUS 101: WHEN

The **next Census will take place in 2020.**

Beginning in mid-March 2020, YOU will receive a notice in the mail to complete the 2020 Census.

Once YOU receive it, YOU can respond online (for the first time ever).

In May 2020, the U.S. Census Bureau will begin following up in-person with people in households who haven't responded to the Census to ensure YOU and YOUR family are counted.



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.
	If you haven't responded yet:
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.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

CENSUS 101: WHY

Data from the Census provides the basis for distributing more **than \$675 billion** each year in federal funding for communities across the country to support vital programs—impacting housing, education, transportation, employment, health care, and public policy.

Each person who isn't counted in the 2020 Census could result in their community losing **\$2,000** in funding per person; that's \$20,000 per uncounted person over a 10 year period.



CENSUS 101: WHY

Census data impacts funding for things like:

- Medical Assistance Program
- Supplemental Nutrition Assistance Program
- State Children's Health Insurance Program
- Child Welfare Services State Grants
- Family violence prevention services
- State Public Water System Supervision
- Highway planning and construction
- Formula Grants for Rural Areas
- Community Development Grants
- Rural Payment Assistance Payments
- Water and waste disposal systems for rural communities



CENSUS 101: WHY

Census data helps businesses, researchers, and communities make decisions.

The data can help inform where your community needs a new fire department, more funding for school lunches, or new roads.



CENSUS 101: HOW

Data collected during the Census is confidential and is **ONLY** used for the purpose of ensuring the **fair allocation of federal resources**. Strict federal law protects YOUR Census responses. It is against the law for any U.S. Census Bureau employee to disclose or publish any Census information.

The Census will collect basic information about the people living in YOUR household. The U.S. Census Bureau will NOT collect YOUR social security number, bank or credit card account numbers, money, donations, or anything on behalf of a political party.



How the 2020 Census will invite YOU to respond

How the 2020 Census will invite everyone to respond



Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.

 **95%** of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

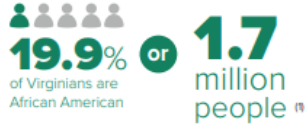
Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

Hard to Count Communities

VIRGINIA'S HARD TO COUNT COMMUNITIES BLACK AND AFRICAN AMERICAN

BLACK AND AFRICAN AMERICAN POPULATION IN VIRGINIA



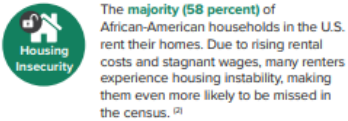
RISK OF UNDERCOUNT IN AFRICAN AMERICAN HOUSEHOLDS

- A.** African-American men have been historically undercounted in greater numbers than men of other racial or ethnic groups.⁽²⁾
- B.** Approximately 7 percent of young African-American children were overlooked by the 2010 Census, roughly twice the rate for young non-Hispanic White children.⁽²⁾
- C.** Today, more than one in three African Americans live in hard-to-count census tracts.⁽²⁾

CURRENT FACTORS IN THE UNDERCOUNT OF AFRICAN AMERICANS



or 25% African Americans in the U.S. live in poverty, exceeding the national poverty rate of 13%.⁽²⁾



TIMELINE OF HISTORIC UNDERCOUNT (CENSUS YEAR)

- 2010** 11.5 Million People of Color Were Missed
This included 2.6% of African Americans, 1.5% of Hispanics, and 5% of Native Americans, while over-counting white Americans.⁽²⁾
- 1970** 77% of all African Americans were missed in the Census.⁽²⁾
- 1940** The Census missed 13% of Black males.⁽²⁾
- 1790** 1st Census Administered
In 1790, in order to obtain more political power in the House of Representatives, rural southerners demanded enslaved Africans be counted in the survey, while urban northerners feared their political position would be significantly reduced and diluted. As a flawed compromise and in complete disregard of their humanity, for more than 75 years, enslaved Africans were counted as only three-fifths of a human being for the purposes of Congressional representation and taxation.⁽²⁾

Sources
1. U.S. Census Bureau QuickFacts: Virginia www.census.gov/quickfacts/table/VA/RH1725217RRH1725217
2. Will You Count? African Americans in the 2020 Census <http://civirights.org/resources/will-you-count-african-americans-in-the-2020-census/>
3. Investigating the 2010 Undercount of Young Children, www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-2010-undercount-children-summary-recent-research.pdf
4. Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds, gwpp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds
5. A History of Undercounting People of Color: Why the 2020 Census May Make It Worse <https://www.commoncause.org/democracy-wire/a-history-of-undercounting-people-of-color-why-the-2020-census-may-make-it-worse/>

VIRGINIA'S HARD TO COUNT COMMUNITIES YOUNG CHILDREN, UNDER 5 YEARS OLD

POPULATION OF CHILDREN IN VIRGINIA

Out of the total population of children and adolescents living in the Commonwealth.



CHILDREN AT HIGHER RISK OF BEING MISSED

- A.** Latinx children and children of color.⁽²⁾
- B.** Children living in complex households, defined as all households other than nuclear families, and single-person households.⁽²⁾
- C.** Children living in rented housing or multi-unit structures.⁽²⁾
- D.** Children with families that move often or do not want to respond to the federal government.⁽²⁾

WHY ARE CHILDREN UNDERCOUNTED

- POVERTY** Research shows that LOW-INCOME households are difficult to enumerate, and young children have a higher poverty rate than any age group.⁽²⁾
- COMPLICATED LIVING ARRANGEMENTS**, moving among various relatives or caregivers.⁽²⁾
- LANGUAGE BARRIERS** also contribute to the undercount of young children in households where people speak a language other than English.⁽²⁾

CHILDREN IN THE CENSUS

In the 2010 Census, the net undercount rate for young children across the U.S. was



COST TO UNDERCOUNTING CHILDREN

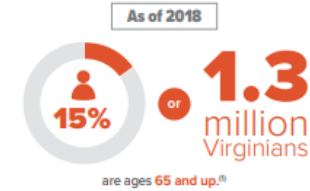
Some of the programs designed to aid children that are heavily impacted in Virginia by undercounting include:⁽¹⁾

- Medicaid
- Supplemental Nutrition Assistance Program (SNAP)
- Section 8 Housing Vouchers
- State Children's Health Insurance Program (SCHIP)
- Special Education Grants

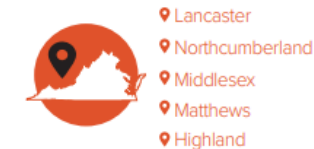
Sources
1. U.S. Census Bureau QuickFacts: Virginia www.census.gov/quickfacts/table/VA/RH1725217RRH1725217
2. "Young Children and Their Families in the 2020 Census," civirights.org/resources/will-you-count-young-children-and-their-families-in-the-2020-census/
3. "Investigating the 2010 Undercount of Young Children," www2.census.gov/programs-surveys/decennial/2020/program-management/final-analysis-reports/2020-report-2010-undercount-children-summary-recent-research.pdf
4. "Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds," gwpp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds

VIRGINIA'S HARD TO COUNT COMMUNITIES AGING POPULATION, AGES 65 AND OVER

AGING POPULATION VIRGINIA



Counties where more than 30% of their population will be aged 65 and up.⁽²⁾



AGING POPULATION VIRGINIA

In less than two decades, older adults are projected to outnumber kids for the first time in U.S. history!⁽²⁾

2020 CENSUS

The growing senior population has an impact on health care providers and senior support services who must prepare for the increase in demand for their services.⁽²⁾

EXAMPLES OF SERVICES

- Medicaid/Medicare
- Home Energy Help
- Meals Assistance
- Social Security

CHALLENGES

- Technological**
 - The 2020 Census will be the first Census to be taken mainly online. But access to, or familiarity with, computers is not always a given in low-income neighborhoods, for the elderly, and among English language learners.⁽²⁾
 - As of 2015, only 58 percent of adults 65 and older use the internet.⁽²⁾
- Misconception**
 - About 41% of people aged 50 and older incorrectly believe that participation in the census is not required by law.⁽²⁾
 - This lack of participation can lead to greater undercount numbers.⁽²⁾

Sources
1. U.S. Census Bureau QuickFacts: Virginia, www.census.gov/quickfacts/table/VA/RH1725217RRH1725217
2. Demographic Turning Points for the United States: Population Projections for 2020 to 2060, <https://www.census.gov/library/stories/2018/03/graying-america.html>
3. One in Five Virginians will be over 65 years by 2030 <http://slate.chva.org/2017/07/05/1-in-5-virginians-will-be-over-65-years-by-2030/>
4. Counting Everyone in the Digital Age <http://www.civirightsdocs.info/pdf/reports/Counting-Everyone-in-the-Digital-Age.pdf>
5. 2020 Census: Why It Matters, and How We Can Ensure an Accurate Count <https://www.nycommunitytrust.org/newsroom/the-2020-census-why-it-matters-and-how-we-can-ensure-an-accurate-count/>
6. "Most View Census Positively, But Some Have Doubts," <https://www.peoplepress.org/2010/01/20/most-view-census-positively-but-some-have-doubts/>

What's at Stake for Our Communities?

Counting for Dollars 2020 The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020: VIRGINIA

Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: **\$17,766,199,831**

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs					
Medical Assistance Program (Medicaid)	HHS	\$4,553,022,000	Community Facilities Loans/Grants	USDA	\$82,273,588
Federal Direct Student Loans	ED	\$2,867,549,078	Supporting Effective Instruction State Grants	ED	\$50,134,748
Supplemental Nutrition Assistance Program	USDA	\$1,169,412,644	Crime Victim Assistance	DOJ	\$56,993,066
Medicare Suppl. Medical Insurance (Part B)	HHS	\$1,733,105,552	CDBG Entitlement Grants	HUD	\$34,034,616
Highway Planning and Construction	DOT	\$1,024,381,647	Public Housing Capital Fund	HUD	\$35,204,000
Federal Pell Grant Program	ED	\$428,100,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$41,979,903
Section 8 Housing Choice Vouchers	HUD	\$402,748,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$56,954,000
Temporary Assistance for Needy Families	HHS	\$158,285,172	Social Services Block Grant	HHS	\$41,142,148
Very Low to Moderate Income Housing Loans	USDA	\$587,360,809	Rural Rental Assistance Payments	USDA	\$22,692,454
Title I Grants to LEAs	ED	\$251,414,442	Business and Industry Loans	USDA	\$46,492,000
State Children's Health Insurance Program	HHS	\$245,185,000	Career and Technical Education - Basic Grants to States	ED	\$23,974,781
National School Lunch Program	USDA	\$241,811,000	Homeland Security Grant Program	DHS	\$7,445,500
Special Education Grants	ED	\$290,899,888	WIOA Dislocated Worker Grants	DOL	\$17,447,332
Section 8 Housing Assistance Payments Program	HUD	\$228,720,430	HOME	HUD	\$20,013,587
Federal Transit Formula Grants	DOT	\$156,964,000	State CDBG	HUD	\$16,811,481
Head Start	HHS	\$182,745,243	WIOA Youth Activities	DOL	\$15,728,252
WIC	USDA	\$113,209,000	WIOA Adult Activities	DOL	\$13,198,828
Title IV-E Foster Care	HHS	\$59,143,094	Employment Service/Wagner-Peyser	DOL	\$16,963,579
Health Care Centers	HHS	\$81,261,995	Community Services Block Grant	HHS	\$11,298,801
School Breakfast Program	USDA	\$82,496,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$19,799,296
Rural Electrification Loans and Loan Guarantees	USDA	\$445,462,000	Cooperative Extension Service	USDA	\$13,597,841
Public and Indian Housing	HUD	\$66,208,000	Native Amer. Employment & Training	DOL	\$231,352
Low Income Home Energy Assistance	HHS	\$83,949,144			
Child and Adult Care Food Program	USDA	\$44,230,000	Federal Tax Dependence		\$277,813,284
Locational Rehabilitation Grants to the States	ED	\$77,318,917	Low Income Housing Tax Credit	Treas	\$24,910,402
Child Care Mandatory and Matching Funds	HHS	\$43,808,000	New Markets Tax Credit	Treas	\$52,602,882
Unemployment Insurance Administration	DOL	\$43,332,000			
Federal Transit Capital Investment Grants	DOT	\$7,737,386	Federal Procurement Programs		\$829,013,730
Child Care and Development Block Grant	HHS	\$53,214,000	MURZones Program	ISA	\$29,013,730
Adoption Assistance	HHS	\$49,851,703			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Mauchon, Open Government Program Manager, Project on Government Oversight, January 30, 2019.

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. chart in series.)

Counting for Dollars 2020 publications and spreadsheets with above data available at: <https://www.gwpi.org/publications/counting-for-dollars-2020-publications-and-spreadsheets-with-above-data-available-at>

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Q&A





CENSUS JOBS

How to Apply



United States
Census
2020

2020census.gov/jobs

The U.S. Census Bureau is an
Equal Opportunity Employer.

What to Expect After You Apply

Most 2020 Census positions will likely last several weeks. These temporary positions can include census takers, recruiting assistants, office staff, and supervisory staff. They feature:

- Competitive wages
- Weekly paychecks
- Flexible hours
- Paid training

Some positions require evening and/or weekend shifts because you must be available to interview members of the public when they are at home. In addition, most 2020 Census jobs require employees to have:

- A valid driver's license and access to a vehicle, unless public transportation is readily available
- Access to a computer with internet and an email account (to complete training)

While positions are available across the country, the Census Bureau is committed to hiring people to work in the area where they live. After all, you are likely the most familiar with the people and places within your own community.



CENSUS JOBS Q&A





Let's Stay Connected!

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