Welcome
Indiana Complete Count Committee Meeting
August 19, 2019
Welcome & Mission
Lt. Governor Suzanne Crouch
Chair, Indiana Complete Count Committee

2020: Report from the Census Bureau
Marilyn Sanders, Regional Office Director, U.S. Bureau of the Census

The Count Matters
Carol O. Rogers, Governor’s Census Liaison

How to Amplify the Message: One Agency’s Plan
Katie Springer, Librarian and Coordinator, Indiana State Library

Next Steps for Communication Plan & Strategies
Jill S. Carnell, Executive Director, State Complete Count Committee
It’s about fair representation. Taking part is your civic duty.

Every ten years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

Completing the census is required: it’s a way to participate in our democracy and say “I COUNT!”
A Real-Time Report from the Regional Office of the US Census Bureau

Marilyn Sanders, Regional Director
U.S. Department of Commerce, Census Bureau

chicago.regional.office@census.gov
The Count Matters

Carol O. Rogers, Governor’s Census Liaison
Co-director, IBRC
Money: Why the Census Matters to Indiana

Congress uses census data to allocate funds under various federal grant programs to state governments. Many state-funded grant programs also rely on census data. Because the annual population estimates use the decennial census counts as a base, if a community’s population is undercounted in the decennial census, these funds get misallocated for an entire decade.

What is a person worth?

The federal government relied on Census data to provide over $17.9 billion in funding to Indiana for fiscal year 2016 from the 55 largest federal spending programs. Although each program’s funding formula is complex (and in most cases unique), Indiana’s $17.9 billion in funding roughly equates to $2,710 per person each year.

50 ways we rely on the Census

Actually, there are probably hundreds (maybe thousands) of ways we rely on census data. But in this easy-to-read document, you can find 50!
Power: Why the Census Matters to Indiana

Congressional Representation and the Electoral College

Indiana lost a seat in the House of Representatives after Census 2000—leaving us with nine representatives. This also has an impact on presidential elections since each state’s number of electoral votes is equal to its number of representatives plus senators.

As the population increasingly shifts to the southern and western parts of the country, Indiana is in danger of losing its ninth seat in the coming decades. In fact, neighboring Illinois, Michigan and Ohio are all projected to lose seats in 2020. This makes it all the more necessary to count every Hoosier in an effort to keep our seats.

Local Representation

Census data are also used to define

- State legislature districts
- School districts
- Ivy Tech Community College service areas
These are ESTIMATES of population change since 2010 - with the congressional seats outlined.

But we need the COUNT of population in order to accurately apportion those seats.
Intelligence

Census data are used to inform your community's decisions. It is like a snapshot that helps define who you are as a community. Data about changes in your community are crucial to many planning decisions, such as where to provide services for the elderly, where to build new roads and schools, or where to locate job training centers.

50 WAYS WE RELY ON THE CENSUS

1. Decision-making at all levels of government
2. Reapportioning seats in the U.S. House of Representatives (435)
3. Drawing federal, state and local legislative districts
4. Drawing school district boundaries
5. Budget planning for government
6. Distribution of over $470 billion in federal funds
7. Monitoring economic trends
8. Forecasting future transportation needs
9. 14. Directing funds to services for people living in poverty
10. 15. Directing services to children and adults with limited English skills
11. 16. Designing public safety strategies
12. 17. Urban planning
13. 18. Rural development
14. 19. Land use planning
15. 20. Charting local demographic changes
16. 21. Understanding local and regional labor supplies
17. 22. Estimating the number of
18. 23. Planning and managing community resources
19. 24. Planning and managing community resources
20. 25. Planning and managing community resources
21. 26. Creating maps to speed emergency services to households
22. 27. Making informed business decisions
23. 28. Delivering goods and services to local markets
24. 29. Understanding consumer needs
25. 30. Designing facilities for the elderly, children and people with disabilities
26. 31. Helping community foundations identify the size and nature of their service areas
27. 32. Product planning
28. 33. Locating factory sites and distribution centers
29. 34. Media planning and research, background for news stories
30. 35. Comparing progress between different geographic areas
31. 36. Developing interactive maps for government and business
32. 37. Genealogical research
33. 38. Creating radius reports for business site location
34. 39. Researching school projects
35. 40. Establishing baseline demographics for medical research
36. 41. Developing adult education programs
37. 42. Media planning and research, background for news stories
The 1820 Census recorded information from 23 states and 3 territories. The new states of Alabama, Mississippi, Illinois, Indiana, Louisiana, Maine were included, as well as the Arkansas Territory, Michigan Territory and Missouri Territories.

1820 Population: 147,178
1920 Population: 2,930,390
2020 Population: 7,000,000 ?

(Psst: we projected 2020 to be 6,745,000 – but that was 2 years ago)
While you were sleeping ...
We covered those areas that didn’t participate and submitted more than 200,000 addresses

Local Update of Census Addresses (LUCA)

LUCA is the only opportunity offered to tribal, state and local governments to review and comment on the U. their jurisdiction prior to the 2020 Census.

The address list is the backbone of the census

Census forms are sent to housing units, not to people; thus, Census 2020 won't be accurate if the Census Bureau doesn't have a complete and accurate address list. Despite their best efforts, there is no way the Census Bureau can replicate the knowledge local governments possess.

The LUCA program provides the opportunity for local officials to review the addresses used by the Census Bureau i
Indiana is also tackling these additional technical programs to ensure accurate results for our state

- Statistical Areas Program
- Count Review
- Count Question Resolution
They don’t ask much, do they?

Why Does the Census Ask for People’s Names?

The census questionnaire asks for people’s names to ensure that each household member is counted only once. Names, along with other information in the questionnaire, helps census workers “de-duplicate” the data—which means to remove extra records if a person appears more than once in the count.
Your census information is protected by law and remains confidential.

Responses may only be used to produce statistics. They cannot be shared with immigration, law enforcement or determine your eligibility for government benefits.

Source: The U.S. Census Bureau's Census 2020 at https://2020census.gov
Census in Indiana: Counting Down to 2020

Countdown to Census 2020

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DAYS  HOURS  MINUTES

This site is for Hoosiers by Hoosiers. We will provide timely information on Census 2020 and related activities that impact our communities.

Announcements

Live stream the Indiana State Complete Count kickoff meeting

Indiana’s Census 2020 Complete Count Committee will hold a meeting on Monday, August 19, 2019, at 1 p.m. ET in the Indiana Government Center State of Indiana Census 2020 Complete Count Committee (CCC)
How One State Agency is Amplifying the Message

Katie Springer, M.L.S.
Librarian and State Data Center Coordinator
Indiana State Library
Librarians Toolkit

• Know the messaging timeline and incorporate in your communication channels to constituents
• Use the materials on www.census.indiana.edu
• ‘Talking Points’ for Librarians
• FAQ for Indiana Librarians
• Fact Sheet about Hoosiers filling out the census
• 3-5 suggestions for programs and events
• Example: For parents and caregivers who come to the library looking for programs... storytime using *Last Stop on Market Street* by Matt de la Peña
• 1 page Resource List
Libraries and the 2020 census

In December of last year, Kathy Kozenski from the Geography Educators’ Network of Indiana and I brought a giant 15’ x 21’ Indiana floor map to the Vigo County Public Library for a program called ‘Get On The Map!’ Library patrons, ages 3 to 15, joined us in learning about state geography as we walked in socked feet across cities, lakes, rivers and forests.

We discussed the cardinal directions and talked with the students about where they had lived and traveled, and where they would like to go in the future. Despite their young age, the students were very engaged and shared some fascinating stories.

— Photo courtesy of Lauri Chandler, Youth Services Manager at the Vigo County Public Library.

GET ON THE MAP!
Explore Indiana’s History, the Names of Rivers and Lakes Near Your Home and More on a Giant Floor Map of Indiana

Tuesday, December 11
10:00 a.m. - 11:00 a.m.
Youth Services Program Room
Ages 5-14

www.vigo.lib.in.us/events
• Displays and Signs
• Speaking/Training/Event opportunities
• Newsletters and Social Media
• Email/Signature campaign
• Mail or Email-based Toolkit
Katie Springer, MLS
Indiana State Data Center
Indiana State Library
315 West Ohio St
Indianapolis, IN 46204

Ph: 317-232-3732
E: kspringer@library.in.gov
Next Steps

Jill S. Carnell, Executive Director, State Complete Count Committee
Next Steps

- By **Wednesday, September 4**, each agency contact will receive an email with login information for our SharePoint site.
- The SharePoint site will include sample plans, based on the example that Katie just shared.

- By **Wednesday, October 16**, each agency will upload their completed plan to the SharePoint site.
- Next meeting of the CCC will be set for late October to review plans and touch base.
**Important Dates**

- **January—Feb 2020:** Awareness Phase
- **Early March:** ICCC Media event at Statehouse
- **March 12-20:** Bureau sends first invitation to respond online
- **March 16-24:** Bureau sends reminder letters/postcards
- **April 1, 2020:** Census Day!
- **Remainder of April:** Bureau sends reminder letters/postcards
- **May—August:** Census takers visit households
- **December 31, 2020:** Census director delivers counts to President
- **March 2021:** Census Bureau completes delivery of counts to the states
- **April 2021:** Indiana receives counts for reapportionment & redistricting
Tag it: #HoosiersCountIN2020
Link it: www.census.indiana.edu

Countdown to Census 2020
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DAYS  HOURS  MINUTES