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Indiana

Welcome
Indiana Complete Count Committee Meeting

August 19, 2019

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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

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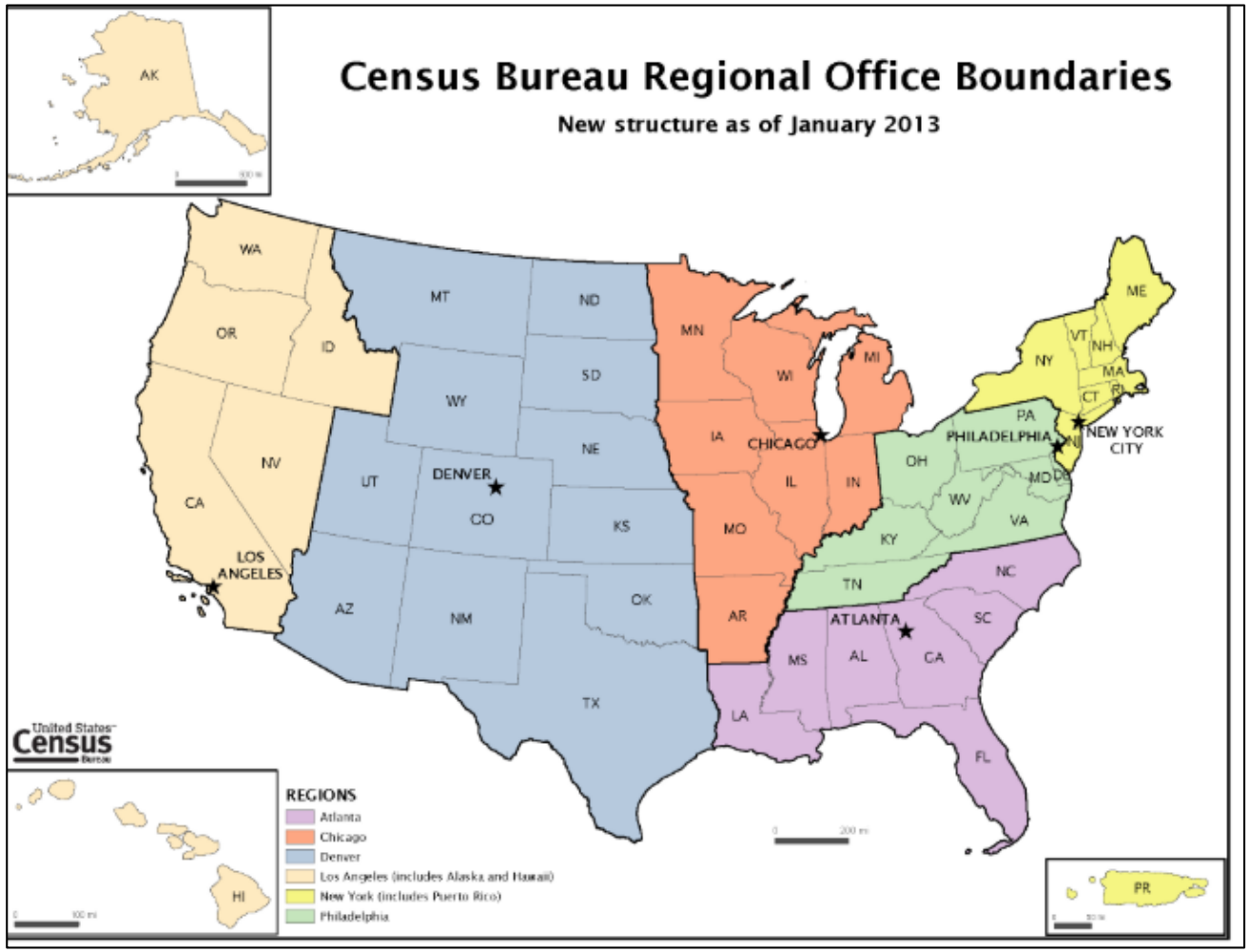
A Real-Time Report from the Regional Office of the US Census Bureau

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

chicago.regional.office@census.gov


Census Bureau Regional Office Boundaries
New structure as of January 2013
AK
WA
OR
CA
ID
NV
MT
WY
UT
AZ
CO
NM
ND
SD
NE
KS
OK
TX
MN
IA
MO
AR
LA
WI
IL
MS
MI
IN
KY
TN
AL
OH
WV
GA
FL
SC
NC
VA
PA
NY
MD
DE
NJ
CT
RI
MA
VT
NH
ME
DENVER
CHICAGO
ATLANTA
PHILADELPHIA
NEW YORK CITY
LOS ANGELES
HI
PR
United States Census Bureau
REGIONS
Atlanta
Chicago
Denver
Los Angeles (includes Alaska and Hawaii)
New York (includes Puerto Rico)
Philadelphia

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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 govenment 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

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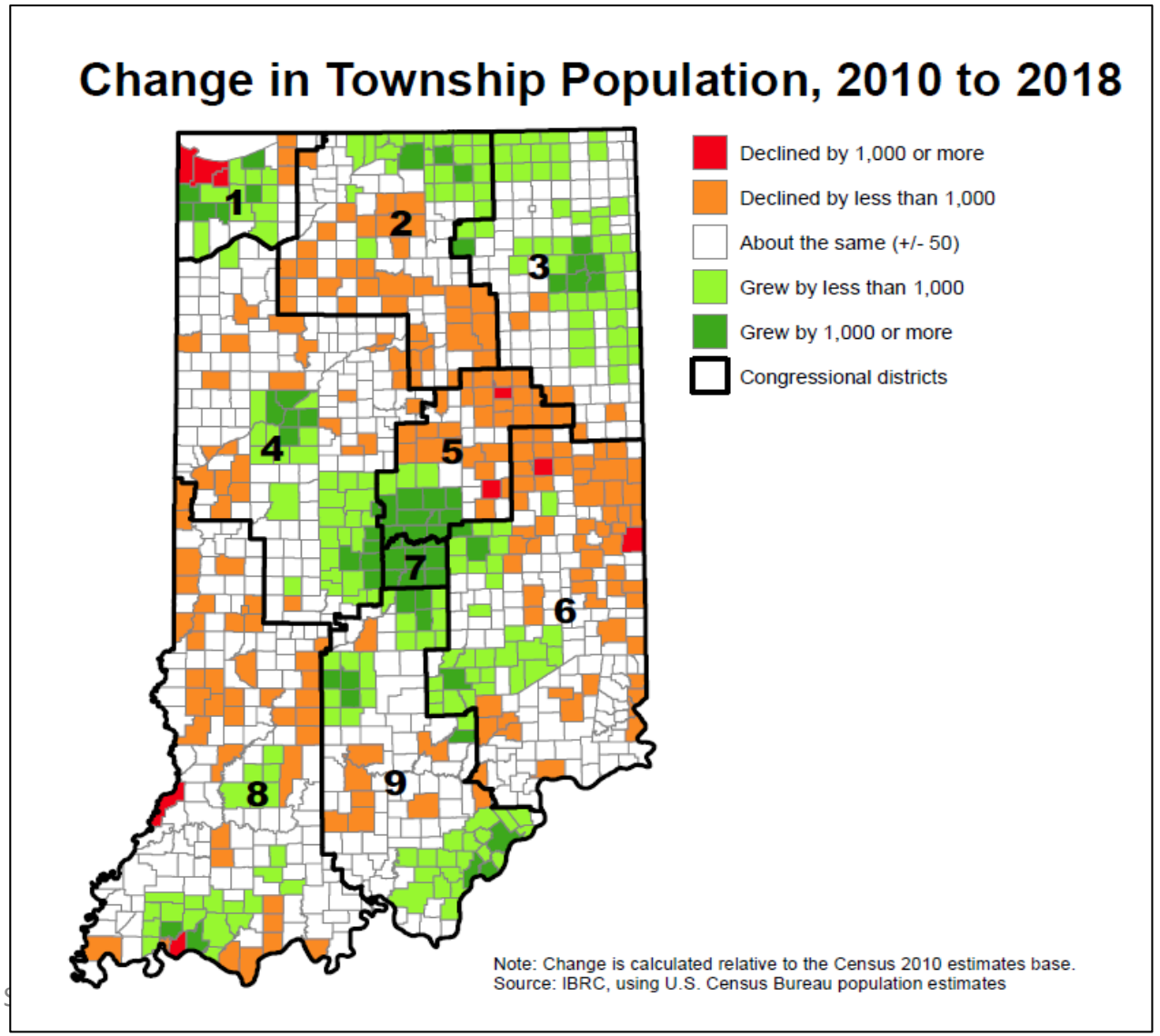
These are ESTIMATES of population change since 2010 - with the congressional seats outlined.

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
14. Directing funds to services for people living in poverty
15. Directing services to children and adults with limited English skills
16. Designing public safety strategies
17. Urban planning
18. Rural development
19. Land use planning
20. Charting local demographic changes
21. Understanding local and regional labor supplies
22. Estimating the number of
26. Creating maps to speed emergency services to households
27. Making informed business decisions
28. Delivering goods and services to local markets
29. Understanding consumer needs
30. Designing facilities for the elderly, children and people with disabilities
31. Helping community foundations identify the size and nature of their service areas
32. Product planning
33. Locating factory sites and distribution centers
39. Comparing progress between different geographic areas
40. Developing interactive maps for government and business
41. Genealogical research
42. Creating radius reports for business site location
43. Researching school projects
44. Establishing baseline demographics for medical research
45. Developing adult education programs
46. Media planning and research, background for news stories

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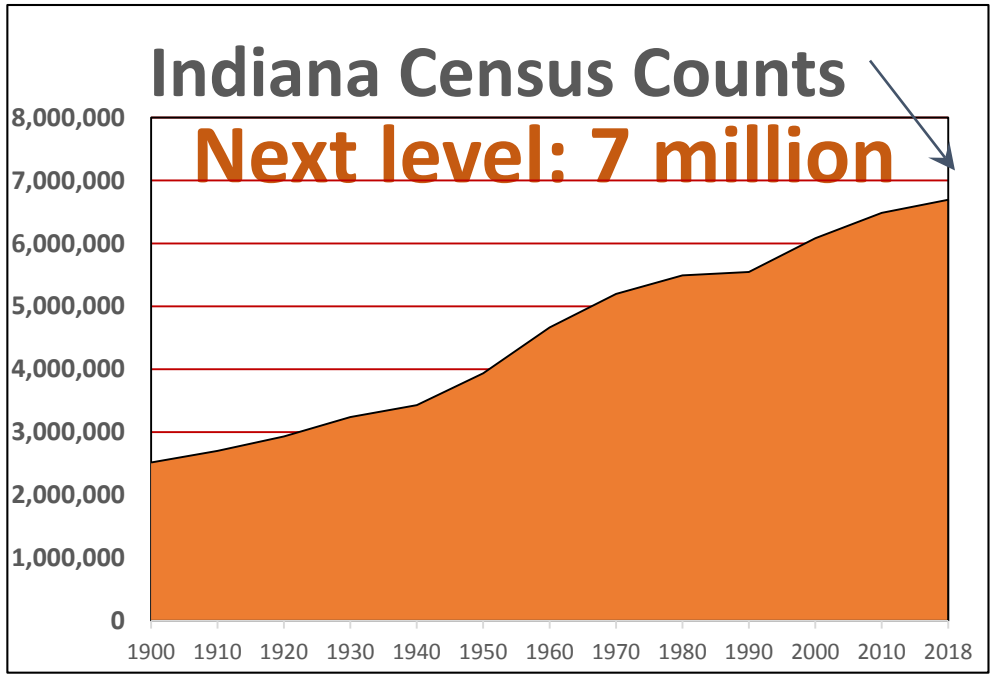
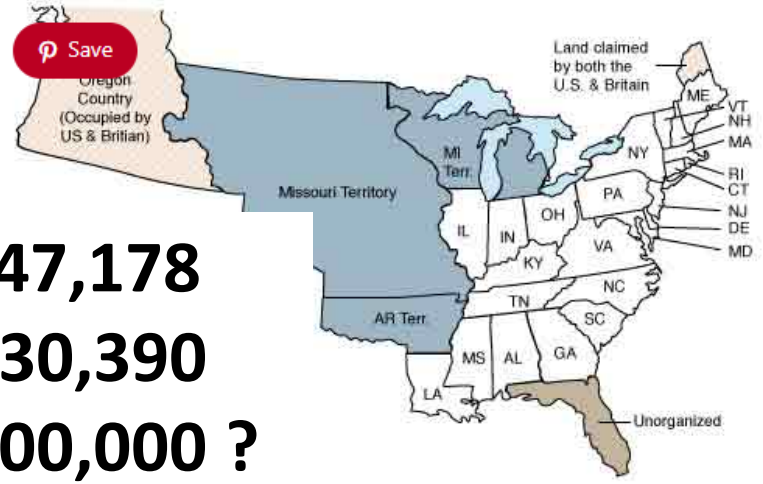


2018 estimate: 6,691,878
+ 308,122

States Covered in the 1820 Census

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.



320 Census Map

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

(Pssst: we projected 2020 to be 6,745,000 – but that was 2 years ago)

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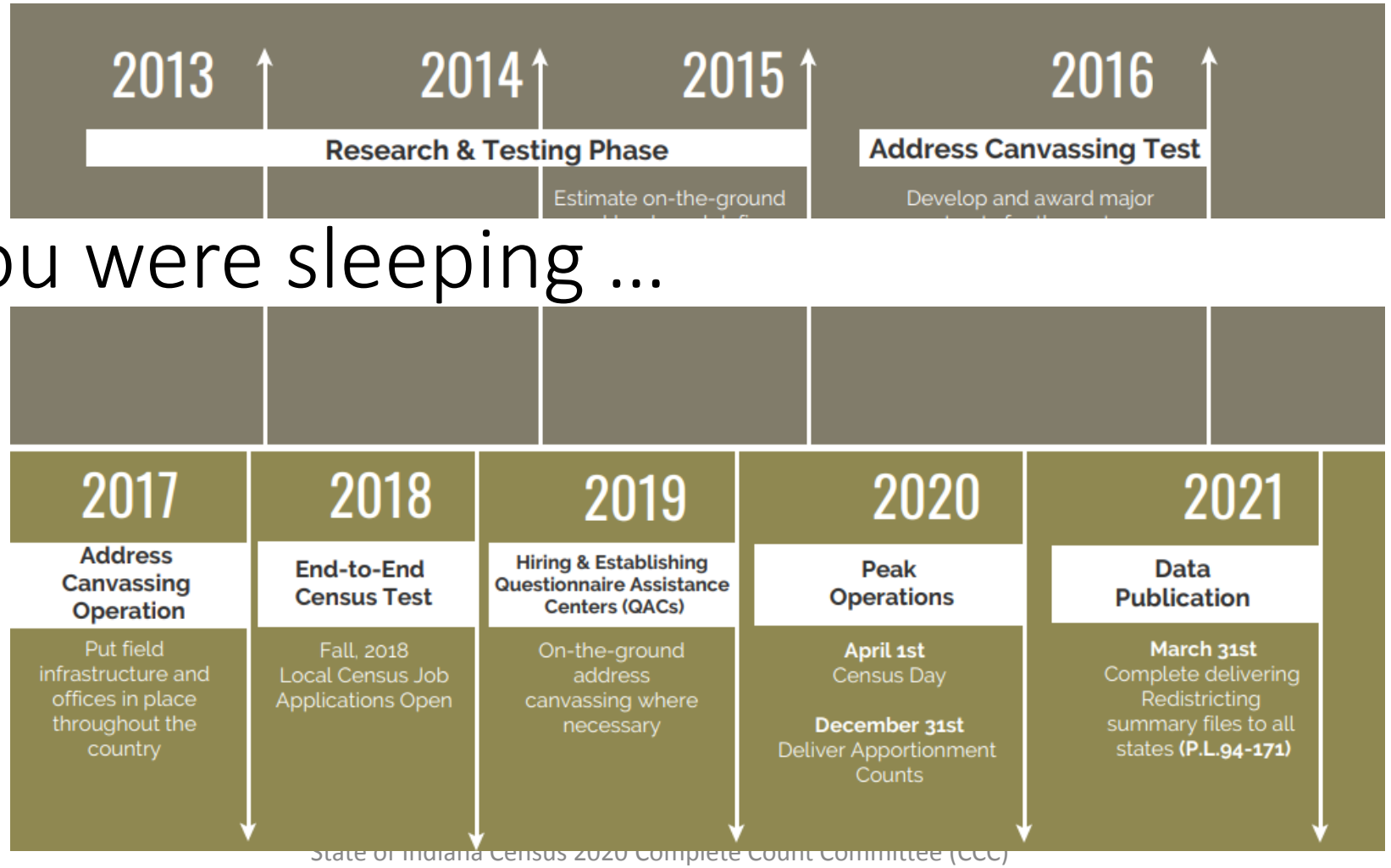
While you were sleeping …



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We covered those areas that didn't participate . and submitted more than 200,000 addresses

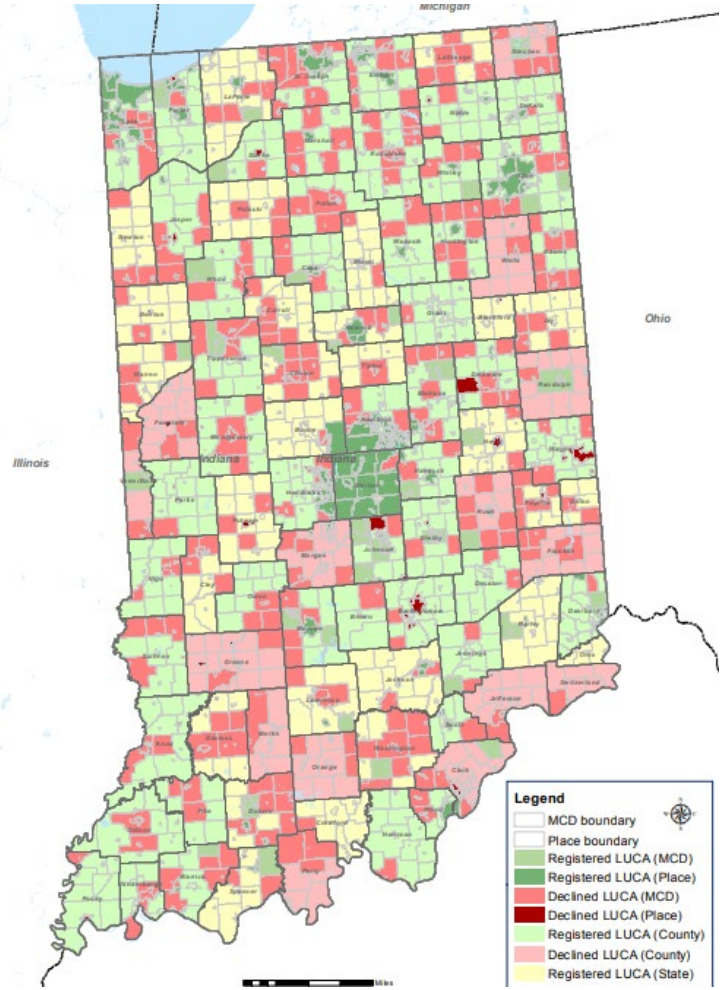
Local Update of Census Addresses (LUCA)

LUCA is the only opportunity offered to tribal, state and local governments to review and comment on the U.S 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 doe 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



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Indiana is also tackling these additional technical programs to ensure accurate results for our state

- Statistical Areas Program
- Count Review
- Count Question Resolution

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- Name.
- Relationship to Person 1.
- Sex.
- Age.
- Date of birth.
- Hispanic origin.
- Race.

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.

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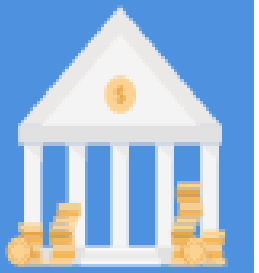
Your census information is protected by law and remains confidential

Responses may only 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

www.census.indiana.edu

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- Home
- Why it Matters
- Complete Count Committees
- Promotional Tool Kit
- Hard-to-Count Areas
- Local Update of Census Addresses (LUCA)
- Census Bureau Links
- In the News

Census in Indiana: Counting Down to 2020

Countdown to Census 2020

226 : 15 : 36

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.

In the news

- Here's Why The Census Bureau May Be In Your Neighborhood Before The 2020 Count (National Public radio)

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

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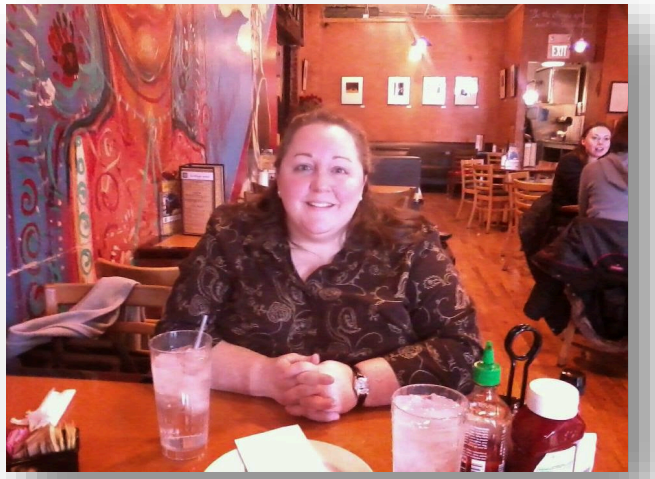
How One State Agency is Amplifying the Message



Katie Springer, M.L.S.

Librarian and State Data Center Coordinator

Indiana State Library

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Librarians Toolkit

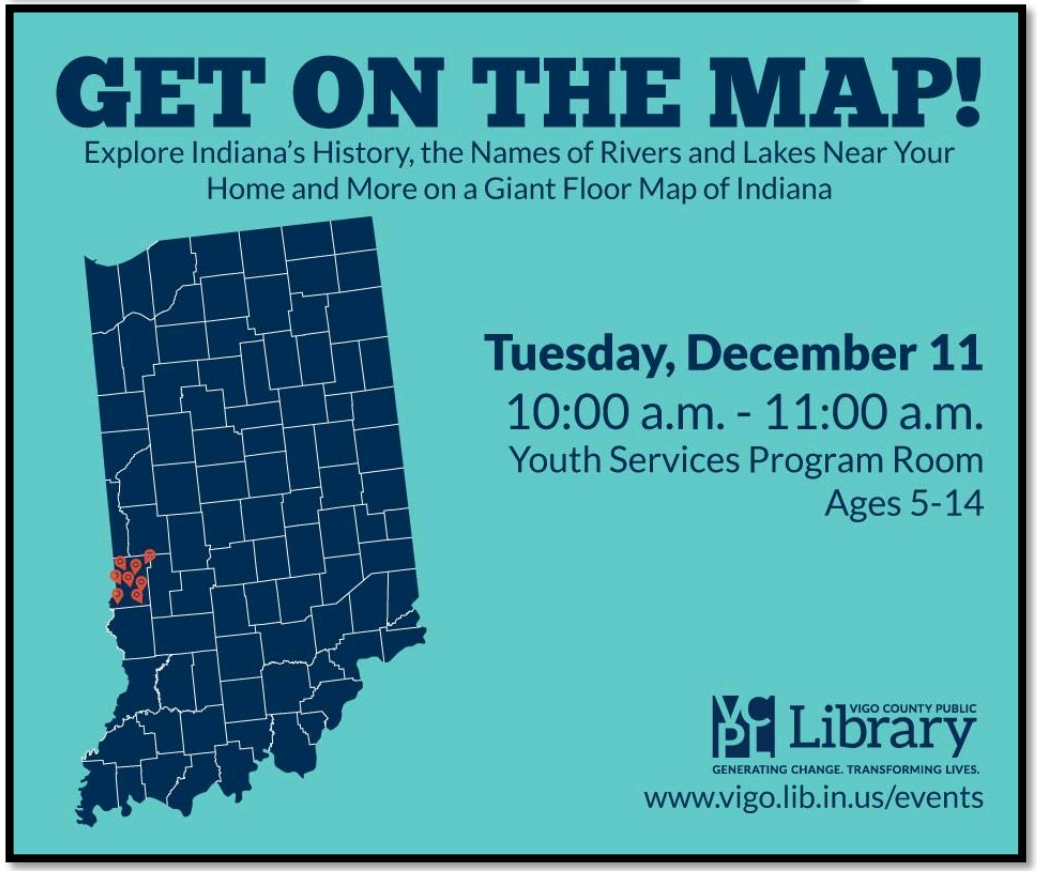
- Know the messaging timeline and incorporate in your communication channels to constituents
- Use the materials on www.census.indiana.edu
- ‘Talking Points’ for Librarians
- FAQ for Indiana Librarians
- Fact Sheet about Hoosiers filling out the census
- 3-5 suggestions for programs and events
- Example: 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

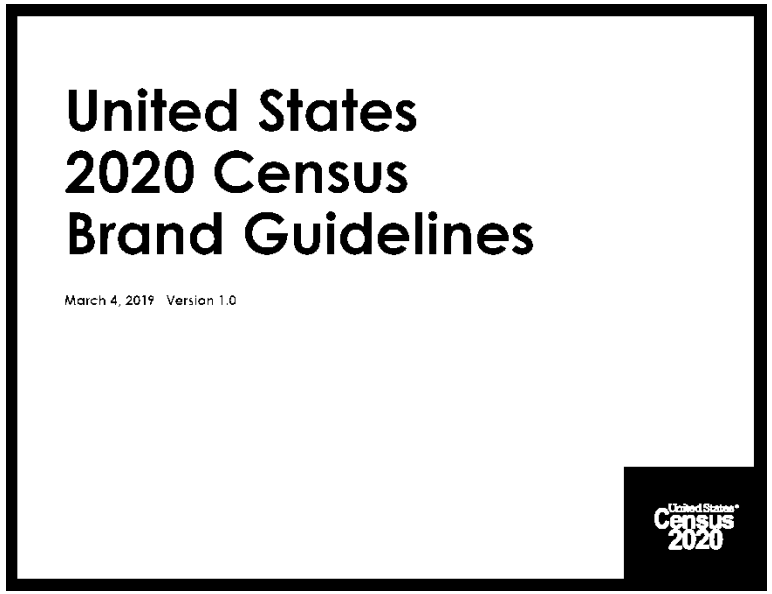
In December of last year, Kathy Kozenski from the Geography Educators' Network of Indiana and I brought a giant 15′ x 21′ Indiana floor map[1] to the Vigo County Public Library for a program called "Get On The Map!" Library patrons, ages 3 to 15, joined us in learning about state geography as we walked in socked feet across cities, lakes, rivers and forests.

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

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



- Displays and Signs
- Speaking/Training/Event opportunities
- Newsletters and Social Media
- Email/Signature campaign
- Mail or Email-based Toolkit



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Internet

Mail

Phone

13 Languages and Braille	Fill-In Race & Ethnicity

Indiana State Library

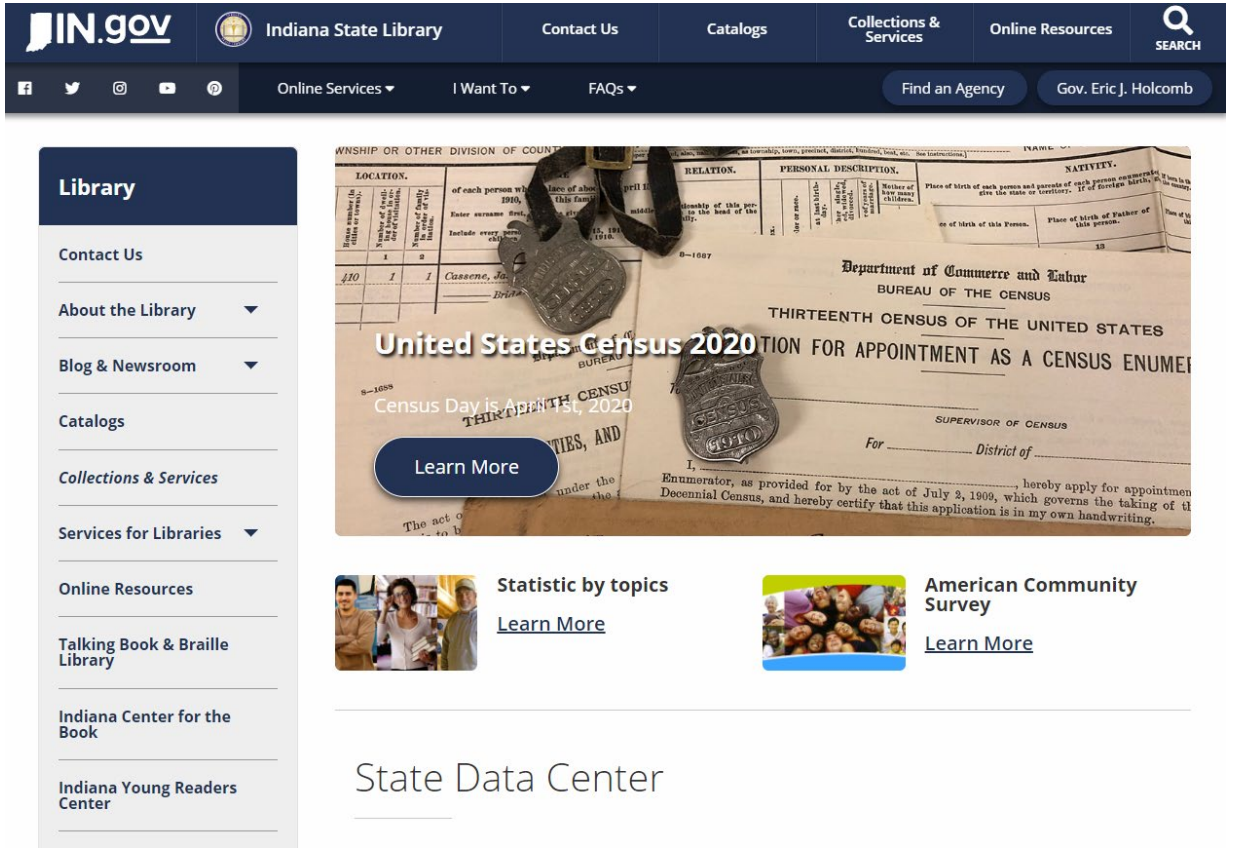
315 West Ohio Street

Indianapolis, IN 46202

Reference Desk: 317-232-3678

State Data Center: 317-232-3732

http://www.in.gov/library



www.in.gov/library/isdc.htm

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

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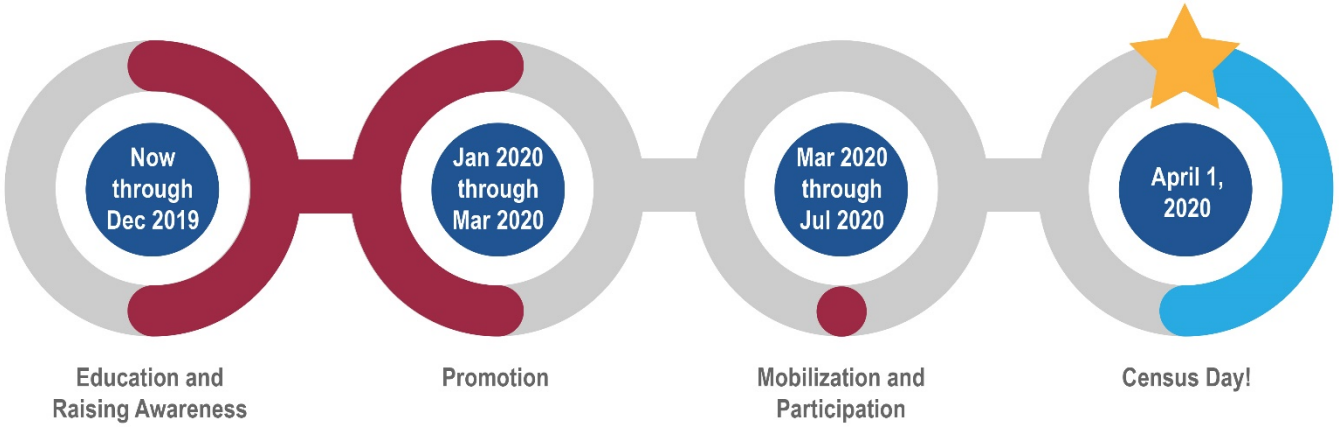
Next Steps

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.



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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

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Tag it:

#HoosiersCountIN2020

Link it:

www.census.indiana.edu