


MEMORANDUM

DATE: November 20, 2018

TO: Mayor White & City Council

VIA: Mercy Rushing, City Administrator

FROM: Cindy Karch, City Secretary 

SUBJECT: Discuss and consider action on a resolution supporting the U.S. Census Bureau 202 census efforts, and authorize the mayor to establish a Complete Count Committee to facilitate this objective.

Council Meeting Agenda Item for November 26, 2018

Background Information:

In October, Mercy and I attended the TML Conference in Ft. Worth where attended a class called "Planning for 2020". We realized just how much we as a city could do to encourage citizens to complete the census, and why it's important for cities to be involved. We learned in this class that Texas stands to lose about \$1,700 dollars in federal money for each person not counted. We also stand to lose seats at the congressional level. Currently, Mineola has about an 80% response rate, meaning that roughly 20% of our population will not complete a census form. A Complete Count Committee can get out in the community and encourage citizens to complete the census, let them know it is safe and help them understand why it is important.

Mayor White, Mercy, Novada, Martha Martin and myself met with Jennifer Pope of the US Census Bureau on Friday November 9th. The Census will assist us with tools, resources and training for our Complete Count Committee.

Recommendation:

It is recommended that council approve the resolution.

Final Disposition:

RESOLUTION NO. _____

A RESOLUTION OF THE CITY COUNCIL OF THE CITY OF MINEOLA, TEXAS, SUPPORTING THE U.S. CENSUS BUREAU 2020.

WHEREAS, the U.S. Census Bureau is required by the U.S. Constitution to conduct a count of the population and provides a historic opportunity to help shape the foundation of our society and play an active role in American democracy;

WHEREAS, the City of Mineola is committed to ensuring every resident is counted; and

WHEREAS, federal and state funding is allocated to communities, and decisions are made on matters of national and local importance based, in part, on census data and housing; and

WHEREAS, census data helps determine how many seats each state will have in the U.S. House of Representatives and is necessary for the an accurate and fair redistricting of state legislative seats, county and city councils and voting districts; and

WHEREAS, information from the 2020 Census and American Community Survey are vital tools for economic development and increased employment.

NOW, THEREFORE, BE IT RESOLVED BY THE CITY COUNCIL OF THE CITY OF MINEOLA, TEXAS THAT:

SECTION 1. The City Council supports the goals and ideals for the 2020 Census and will disseminate 2020 Census information.

SECTION 2. Encourage all City residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.

SECTION 3. Encourage Census advocates to speak to City and Community Organizations.

SECTION 4. Support census takers as they help our City complete an accurate count.

SECTION 5. Strive to achieve a complete and accurate count of all persons within our borders.

PASSED AND APPROVED BY THE CITY COUNCIL OF THE CITY OF MINEOLA, TEXAS, AND THIS 26 DAY OF NOVEMBER, 2018.

ATTEST:

APPROVED:

Cindy Karch, City Secretary

Kevin White, Mayor



*Message
From Cathy Lacy, Regional Director
U.S. Census Bureau-Denver Region*

Every decade since 1790, the U.S. Census Bureau has conducted a constitutionally mandated census to determine the number of people living within the United States and our territories. These data are used by our nation's leaders to help make vital decisions on behalf of all residents, including reapportionment and redistricting. Census data also affect how federal funds are distributed to tribal, state, and local governments each year.

One of the primary goals of the 2020 Census is to maximize the self response to the Census. This not only reduces the overall cost of the census, but it also increases the accuracy of these data as well. Tribal, state, and local governments, as well as community and business organizations can help us achieve this goal by bringing local knowledge and expertise to the process.

The Complete Count Committee is a major vehicle for planning and implementing local, targeted efforts that will uniquely address the special characteristics of your community. The role of the Complete Count Committee will be to plan and implement local outreach efforts to publicize the importance of the 2020 Census. The work of this committee will be innovative, exciting, and rewarding.

This informational packet provides guidelines for the active involvement of government officials, community leaders, and businesses in promoting the 2020 Census to residents of your community. The materials we have provided suggest a beginning format for organizing a campaign, provides examples of activities that may be implemented, and gives a timetable for these activities.

Your participation in the 2020 Census program is voluntary. However, many states understand that their participation is vital to help ensure an accurate and complete count of their community.

The Census Bureau is strongly committed to the most accurate and efficient census in 2020. With your help, we will ensure every resident is counted once—only once—and in the right place. We look forward to partnering with you to obtain an accurate count.

Sincerely,


Cathy L. Lacy

THE GEORGE WASHINGTON UNIVERSITY

WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial
Census-derived Statistics (Fiscal Year 2015)

Texas

Total Program Obligations: \$43,334,650,874

Per Capita: \$1,578 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$21,731,712,107
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$5,265,414,124
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$4,548,698,536
20.205	Highway Planning and Construction	DOT	Grants	States	\$3,633,437,152
10.555	National School Lunch Program	USDA	Grants	States	\$1,394,918,358
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$1,321,089,793
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$1,068,727,000
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$1,045,825,000
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$984,945,560
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$678,806,882
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$534,860,939
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$330,585,412
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$245,890,848
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$221,754,000
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$210,415,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$117,570,163

Notes and Findings:

- The [Counting for Dollars Project](#) will identify all federal financial assistance programs relying Decennial Census-derived data to guide the geographic distribution of funds.
- As an initial product, the project is publishing tables on the distribution, by state, of FY2015 funds from 16 large Census-guided programs.
- For every program but the National School Lunch Program, the equitable distribution of funds to a state depends on the accurate measurement of its population count and characteristics.
- There is not a straight linear relationship between state population count and federal funds flow. The per capita figure allows cross-state comparisons of fiscal reliance on census-guided programs. *It does not indicate the amount by which federal funding increases for each additional person counted.* (See The Leadership Conference Education Fund, [“Counting for Dollars: Why It Matters.”](#))

Definitions:

- Census-derived statistics – federal datasets that are extensions of or otherwise rely on the Decennial Census (list available on [project website](#))
- Census-guided financial assistance programs – programs that rely on Census-derived statistics to determine program eligibility and/or allocate funds to states and localities
- Per capita – total FY2015 obligations for the 16 programs divided by population as of July 1, 2015 (per the Census Bureau)

Abbreviations:

- CFDA – Catalog of Federal Domestic Assistance
- USDA – U.S. Department of Agriculture
- ED – U.S. Department of Education
- HHS – U.S. Department of Health and Human Services
- HUD – U.S. Department of Housing and Urban Development
- DOT – U.S. Department of Transportation

Sources:

- USAspending.gov (20.050, 84.010, 84.027, 93.224/93.527, 93.568, 93.600, 93.778)
- President’s Budget Request for FY2017 or program agency (10.511, 10.555, 10.557, 14.871, 93.596, 93.658, 93.767)
- Center on Budget and Policy Priorities (14.195)
- Centers for Medicare & Medicaid, HHS (Physicians Fee Schedule Services of 93.774)

Prepared by Andrew Reamer, Research Professor, GWIPP, with data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight (POGO)

August 18, 2017

2020 Census Key Dates

Community Involvement - Offices - Data Collection Operations

January 2018 through September 2019	Engage & Educate Local Leaders, Partners & Communities	
April 2019 through January 2020	Promote Participation in the Census Locally	
January 2019 & February 2019	Early Area Census Offices Open (these offices run the Address Canvass Operation)	
June 2019 through August 2019	Area Census Offices Open (ACOs)	
August 2019 through October 2019	Address Canvass Operation in Select areas (~30% of country, high growth & change areas and not part of hand delivery, see below)	
March 2020 through June 2020	Call To Action for Residents to Respond (starting March 23)	
February 2020 through June 2020	Group Quarters Operations (Count of Residents in Shelters, Dorms, Nursing Homes, Transitory Locations, Prisons, Military Bases, RV Parks, etc. Local governments & Census identify & plan these operations)	
Mid-March 2020	Residents Invited to Respond	
Individual Housing Units (HUs) Invited by either:		
<u>Mail</u> (to USPS Mailable Addresses) or	<u>Hand Delivery</u> (to Rural/PO Box, non-USPS HU delivery)	
1. Letter Mailed	1. List Housing Units (operation is called Update Leave)	
2. Reminder Postcard	2. Leave Questionnaire (Spanish in certain areas) &	
3. Then Paper Questionnaire	Letter w/other Response Options (internet & phone)	
Options to Self-Respond (all residents will have these 3 options & decide what is best for them)		
Internet	Telephone	Paper
March 23, 2020	Self-Response Begins & Continues through July 2020	
APRIL 1, 2020	Census Day – Reference Date = where you live on April 1	
Mid-April 2020	Early Non-Response Follow-up (primarily areas around Colleges/Universities where the population leaves before early May)	
May 2020 through July 2020	Non Response Follow-up (NRFU) to HUs that do not self-respond (HUs can continue to self-respond during this time)	
Late August 2020 through September 2020	Area Census Offices Close	
August 2020 through December 2020	Quality Evaluation (re-contact of select HUs)	
December 31, 2020	Deliver Counts to the President	

The 2020 Census at a Glance



The U.S. Constitution requires that each decade we take a count—or a census—of America's population. The 2020 Census goal is to count everyone once, only once, and in the right place.

The census provides vital information for you and your community.

- It determines how many representatives each state gets in Congress.
- Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and emergency services.
- Businesses use census data to help provide more local jobs and places to shop.

Each year, the federal government distributes hundreds of billions of dollars to states and communities based on U.S. Census Bureau data.

In 2020, we will introduce new technology to make it easier than ever to respond to the census. For the first time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits. And, we are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

The Census Bureau is the leading source of statistical information about the nation's people. We provide snapshots on population size and growth and detailed portraits of our changing communities.



U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov

Foundation of a Successful Census



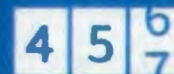
Establish Where To Count

- Using aerial imagery and in-field work to identify new homes and buildings
- Partner with U.S. Postal Service
- Local governments input through the Boundary Annexation Survey and Local Update of Census Addresses
- Comprehensive review of all addresses



Motivate People To Respond

- Partner with community leaders and trusted voices
- Use tailored messages
- Encourage self-response



Count The Population

- Respond online, by phone, or by mail
- Visit households that do not respond
- Online forms in multiple languages
- Mailed Individual Census ID is not required for online response



Release Census Results

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to access data



50 WAYS CENSUS DATA ARE USED

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts.
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion annually in federal funds and even more in state funds.
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children.
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing “intelligent” maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Drawing school district boundaries.
- Planning budgets for government at all levels.
- Spotting trends in the economic well-being of the nation.
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English-language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply.
- Assessing the potential for spread of communicable diseases.
- Making business decisions.
- Understanding consumer needs.
- Planning for faith-based organizations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.
- Researching historical subject areas.
- Determining areas eligible for housing assistance and rehabilitation loans.

United States™ Census 2020

WHAT TO EXPECT WHEN APPLYING FOR A 2020 CENSUS JOB

- Application process will be online and in English only
- There will be a paper option for rare circumstances where online is not possible
- An online assessment is part of the application process and will be in both English and Spanish (if taken in Spanish and English language proficiency portion must be taken)
- Must be a U.S. Citizen and at least 18 years old
- Must have an email address – you can create a free gmail account or any other account of your choice
- There is a time delay between application submittal and actual hiring – it can take up to 3 months between job posting and start date
- A background check with fingerprints is required once selected for employment
- All Census positions will require employees to use some type of computer/phone/technology to do their work. The Census provides these devices.
- The website for Area Census Office management positions is:
<https://www.census.gov/fieldjobs> - Search by state for available openings
- The website to complete the employment assessment for field jobs (Clerks, Office Operations Supervisor, Recruiting Asst, Enumerators/Listers/Census Takers) is:
2020census.gov/jobs
- CCC/Partners should identify areas of good internet connectivity where applicants can go to apply for jobs

The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

Get Started

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness to encourage a response campaign based upon their knowledge of the local community.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

WHY?

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

HOW?

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.

2020 Census Timeline

2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

2019

- Continue establishing CCCs.
- Open field offices.
- CCCs develop strategy and work plan.

2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

April 1, 2020 - CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

Please contact:

ATLANTA
Atlanta.rcc
.partnership
@2020census.gov

CHICAGO
Chicago.rcc
.partnership
@2020census.gov

DALLAS
Dallas.rcc
.partnership
@2020census.gov

LOS ANGELES
Los.Angeles.rcc
.partnership
@2020census.gov

NEW YORK
New.York.rcc
.partnership
@2020census.gov

PHILADELPHIA
Philadelphia.rcc
.partnership
@2020census.gov

If you reside in:

Alabama, Florida,
Georgia, Louisiana,
Mississippi,
North Carolina,
and South Carolina

Arkansas, Illinois,
Indiana, Iowa,
Michigan, Minnesota,
Missouri, and
Wisconsin

Arizona, Colorado,
Kansas, Montana,
Nebraska, New
Mexico, North
Dakota, South
Dakota, Oklahoma, Texas,
Utah, and Wyoming

Alaska, California,
Hawaii, Idaho,
Nevada, Oregon,
and Washington

Connecticut, Maine,
Massachusetts, New
Hampshire, New Jersey,
New York, Rhode Island,
Vermont, and Puerto Rico

Delaware, District of
Columbia, Kentucky,
Maryland, Ohio,
Pennsylvania, Tennessee,
Virginia, and West Virginia

Complete Count Committees

