



What is the Census?

U.S. Constitution Article I, Section 2 provides that every ten years the nation's population will be counted

Why is the Census important to me?

- Census data is crucial for our representative democracy and determines the number of legislative seats at all levels of government
- Census data guides the allocation of more than \$800 billion of federal funds
- Census data drives funding for schools, libraries, hospitals, housing and roads



Is my information protected?



- Census data can only be used for statistical purposes
- Personal information cannot be used against respondents in court or by a government agency
- Personal Census information cannot be disclosed for 72 years
- Census Bureau staff who have access to personal information are sworn for life
- No citizenship question will be part of the Census questionnaire

Who should I count?

- Everyone living at your address on April 1, regardless of age



How can I be counted?

- Respond on-line, by phone or on paper

When?

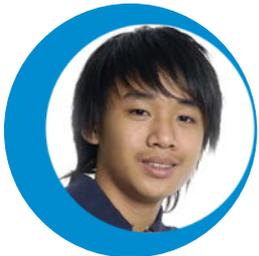
- March 12-20, 2020 - Invitation to respond online mailed
- March 16-24, 2020 - Reminder letter
- April 1, 2020 – Census Deadline



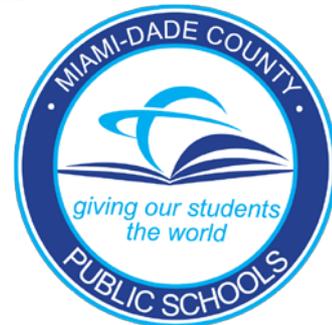
<https://www.census.gov>



Census 2020- Be Counted!



Giving Our
Students the
World





What is the Census?

Census means an official numeration or count of the population

US Constitution Article I, Section 2 provides

“Representatives and direct Taxes shall be apportioned among the several States which may be included within this Union, according to their respective Numbers, which shall be determined by adding to the whole Number of free Persons, including those bound to Service for a Term of Years, and excluding Indians not taxed, three fifths of all other Persons. The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent **Term of ten Years**, in such Manner as they shall by Law direct.”





Why the Census Matters



- Representative Democracy
- Protection of Civil Rights
- Distribution of billions in federal funds

Census data are used for apportionment of Congressional seats, and redistricting at all levels of government.

Census data are indispensable for monitoring and enforcement of a broad range of civil rights policies.

Census data guide the allocation of more than \$800 billion in federal government resources to states, localities and families every year.

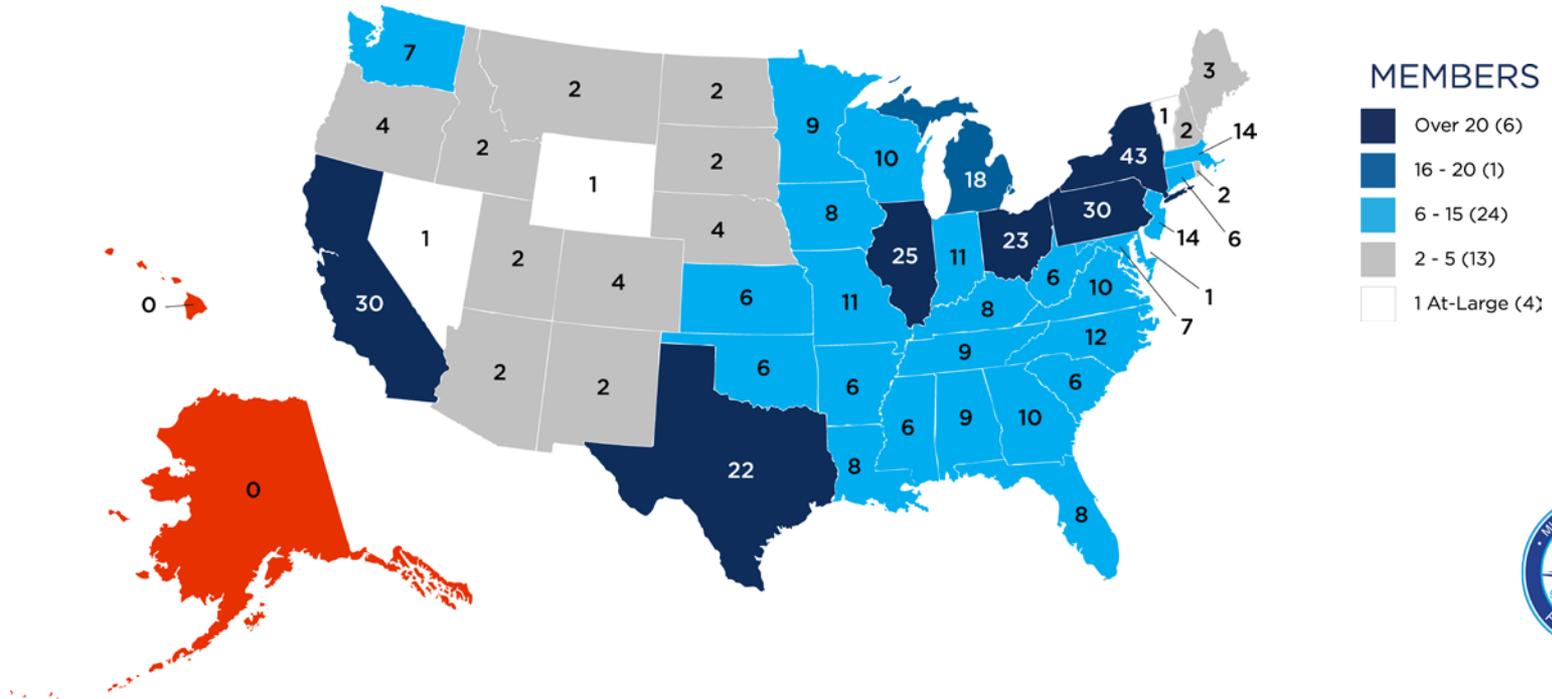




Members of U.S. House by State 1952 - 1960

Based upon Apportionment Population for 1950 Census

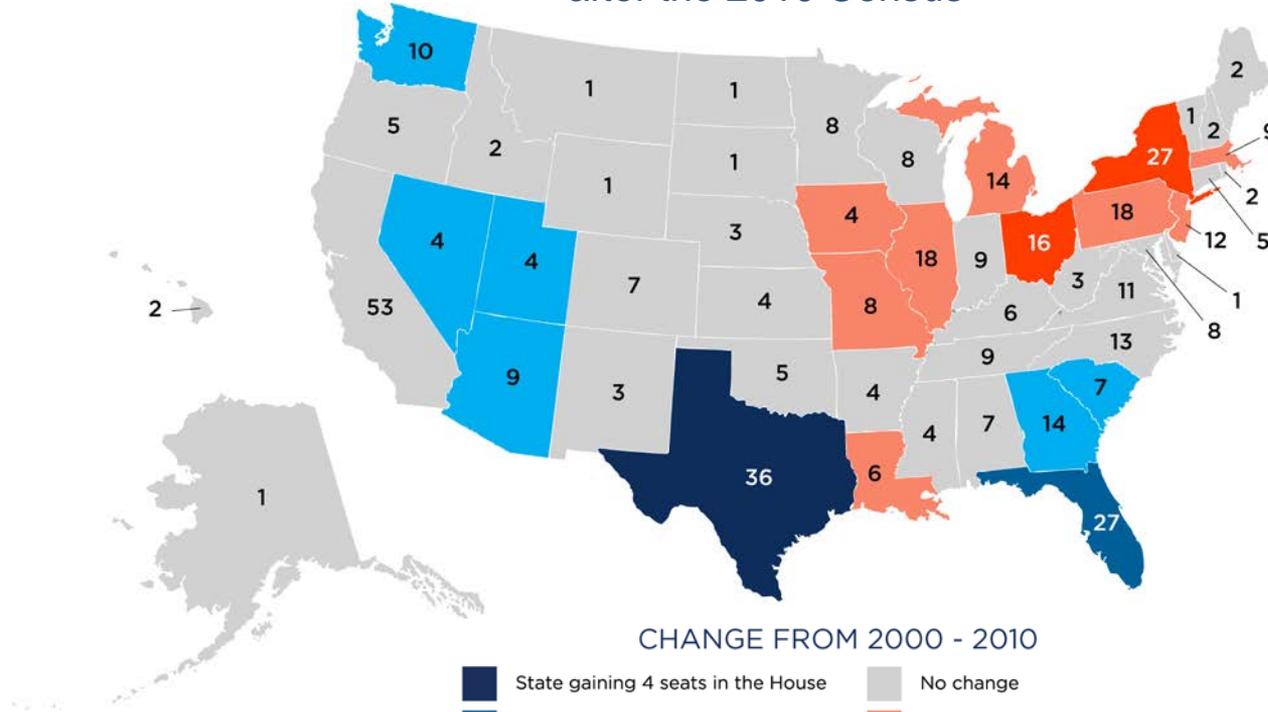
The house was temporarily increased to 437 with the admissions of AK and HI





Apportionment of U.S. House of Representatives

after the 2010 Census



CHANGE FROM 2000 - 2010

- State gaining 4 seats in the House
- State gaining 2 seats in the House
- State gaining 1 seat in the House
- No change
- State losing 1 seat in the House
- State losing 2 seats in the House





Census data and the allocation of federal funds

More than \$800 billion in FY 2016 federal funding was distributed on the basis of Census-guided data.

Top 11 Census-guided federal programs

Program	Amount (in billions)
Medicaid	\$361.2
Federal Direct Student Loans	\$93.5
Supplemental Nutritional Assistance Program	\$66.4
Medicare Supplemental Medical Insurance (Part B)	\$66.1
Highway Planning and Construction	\$40.3
Federal Pell Grant Program	\$26.0
Section 8 Housing Choice Vouchers	\$19.4
Temporary Assistance for Needy Families	\$17.1
Very Low to Moderate Income Housing Loans	\$16.9
Title I Grants to Local Education Agencies	\$14.4
State Children's Health Insurance Program	\$13.8

Source: Andrew Reamer, *Counting For Dollars: The Role of the Decennial Census in the Geographic Distribution of Federal Funds*, George Washington University, 2019





Census-Guided Federal Funds Annually Allocated to Selected States

State	Amount (in billions)
California	\$115.1
New York	\$73.3
Texas	\$59.4
Florida	\$44.2
Illinois	\$34.3
North Carolina	\$23.8
Georgia	\$23.8
New Jersey	\$22.7
Arizona	\$20.6
Washington	\$16.7
Colorado	\$13.1
New Mexico	\$7.8
Nevada	\$6.2





2020 Census Changes

- Citizenship question
- Response format:
online, phone, paper





Citizenship Question on Census 2020

- Research studies confirmed that the citizenship question would deter participation, resulting in a severely inaccurate count.
- Raised concerns in all households, both native-born and foreign-born, about the motivation for adding the question, the confidentiality of information provided to the government, and how it will be used.

Is this person a citizen of the United States?

Yes, born in the United States

Yes, born in Puerto Rico, Guam, the U.S. Virgin Islands, or Northern Marianas

Yes, born abroad of U.S. citizen parent or parents

Yes, U.S. citizen by naturalization – *Print year of naturalization* ↴

No, not a U.S. citizen





Citizenship Question Litigation Status

Southern District of New York decision issued January 15

- Administrative Procedures Act (APA) violation
- Finding that Secretary Ross reason for adding the citizenship question was a pretext
- Commerce Department ordered to remove the question

Northern District of California decision issued March 6

- Second ruling against the Commerce Department
- Ruling more expansive, Judge found violation of the Constitution

District of Maryland decision issued April 5

- Third ruling against the Commerce Department
- Judge also found violation of APA and the Constitution

New Evidence Shows Efforts to Thwart Latino Political Progress Drove Decision to Add Citizenship Question to Census 2020

U.S. Supreme Court decision struck the citizenship question from the Census





Confidentiality Safeguard



- Census data can only be used for statistical purposes.
- Personal information cannot be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (includes names, addresses, Social Security numbers and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality.





“Undercounted” populations

- African Americans, Hispanics or Latinos and American Indians
- Households with low incomes
- Immigrants and individuals with low English-language proficiency
- Renters
- Residents who live in non-traditional housing
- Rural residents
- Highly mobile residents, such as farmworkers
- Very young children aged 0-4





Children at risk of being undercounted

- **Young** children living in **rental units**
- **Young** children living in households that were **not enumerated by self-response**
- **Young** children living with a **young householder** (under age 30)
- **Young** children living in a **low-income household**
- **Young** children living in a household with **limited English speaking ability**
- **Young** children living in **very small households** (2 people)
- **Young** children living in **very large households** (6 or more people)
- **Young** children who **moved in the past year**
- **Young** children **living with a grandparent**
- Children **born in the 3 months before Census Day** (January 1 to April 1)

Source: U.S. Census Bureau





Undercount of very young Hispanic children is concentrated in a few states

State	Net Undercount	Share of Net Undercount
California	-113,000	29%
Texas	-75,000	19%
Florida	-44,000	11%
Arizona	-32,000	8%
New York	-21,000	5%
Georgia	-21,000	5%
Total for Six States	-306,000	78%*
United States	-391,000	

**Total share is greater than sum of individual states because of rounding.*





The undercount of young Hispanic children is concentrated in just a few large counties

County (State)	Net Undercount
Los Angeles (CA)	47,000
Maricopa (AZ)	27,000
Miami-Dade (FL)	18,000
Dallas (TX)	17,000
Orange (CA)	15,000
San Diego (CA)	12,000
Cook (IL)	11,000
Harris (TX)	9,000
Kings/New York (NY)	6,000
Riverside (CA)	6,000
Clark (NV)	6,000
Broward (FL)	6,000



District Actions

- Opposed placing the citizenship question
- Advocating at the federal-level for funding
- Collaborating with the Council of Great City Schools/NALEO/School Board Association/Miami-Dade County
- Developing an awareness campaign to alert stakeholders of the potential implications of a high undercount
- Identifying potential partners
- Created a workgroup composed of all bureaus



Future Strategies

- Engage in targeted outreach
 - Town Hall meetings
 - PTA meetings
 - Advisory Committees
- Communicate the importance to the Census to our parents
- Engage in an aggressive social media & marketing campaign
- Maximize utilization of district resources i.e., web site & ConnectEd
- Facilitate access of technology for parents
- Collaborate and leverage strategic partnerships
 - Other local governments i.e., County, municipalities
 - M-D County Council PTA/PTSA
 - Early Childhood Coalition
 - Chambers
 - Faith-based organizations





Ways to Get Involved

- Promote Census 2020 in your schools
- Spread the message that the Census is easy, safe, and important
- Engage your PTA to discuss the Census at their meetings
- Reach out to Dade Partners, EESACs, etc.
- Engage the trusted voices in your school communities
- Host “train-the-trainer” workshops and disseminate census information in your communities
- Distribute fliers and informational documents.
- Dispel myths about confidentiality, citizenship question, and data security
- Partner on key dates and national days of action
- Provide access to media center/computers for parents





Key Census 2020 Dates

2019

January – September

U.S. Census Bureau will open 248 area Census offices.

April 23

U.S. Supreme Court heard oral arguments on citizenship question lawsuit.

June

Decision from U.S. Supreme Court on citizenship question case is expected.

June – August

Census Test by U.S. Census Bureau to evaluate effect of Citizenship question on self-response rates. *(preliminary results expected in October).*

August and Beyond

In field address canvassing; Recruitment and hiring by U.S. Census Bureau of temporary field staff.

2020

January

The first enumeration begins in remote areas of Alaska.

March 12 – April 30

Self Response phase of Census 2020 *(internet, mail, and phone; four waves of staggered mail).*

April 1 Census Day

May – July

Primary non-response follow-up operation *(to households that did not self-respond).*

December 31

Delivery of final apportionment count to White House



What to Expect

March 12-20,
2020
Invitation to
respond online
sent out

Deadline to
respond is **April
1, 2020**



March 16-24,
2020
Reminder letter
mailed



If no response:
March 26-April 3rd- reminder postcard
April 8-16-reminder letter & paper
sent
April 20-27- final postcard before in-
person visit/follow-up



Goal of the Census
Count everyone once,
And only once
and in the right place.

Everyone Counts!





THANK
YOU

Iraida R. Mendez-Cartaya, Associate Superintendent
Office of Intergovernmental Affairs, Grants Administration,
and Community Engagement

imendez@dadeschools.net 305 995-2532

