

North Carolina's 2020 Census Talking Points



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Census 2020: North Carolina's Topline Message

- The fast-approaching, April 1, 2020 Census is North Carolina's opportunity to ensure EVERY resident of our state is counted – in both urban and rural communities, big cities and small towns, from Murphy to Manteo – so all communities receive the resources and support allocated using census data.
- The Census determines how more than \$600 billion in federal funding will be disbursed to states and communities. The economic impact of the Census to our state represents \$1,623 of federal funding per person, per year* – and more than \$200 of state dollars per person/per year. *According to the George Washington University Counting for Dollars Study
- Census data supports planning and strategy for 100+ federal programs in health services, schools, transportation, housing, infrastructure, and more that meet critical needs for our communities and state.
- This will be the first time in Census history that residents will be able to respond online or from digital mobile devices.
- People will also be able to participate in the Census survey by telephone or traditional paper survey – the survey will be available in more than 13 languages.
- The Census determines apportionment of US Congressional seats – our state is likely to gain another seat in the US House of Representatives with the 2020 count.
- The census is required by the U.S. Constitution and is completely confidential. All RESIDENTS must be counted regardless of citizenship, voter registration, age, or any other status. Individual census responses are protected by law for 72 years and cannot be shared with service providers, other government agencies or law enforcement.
- The U.S. Census Bureau needs help mobilizing across the state and they have jobs available from field work to management. Please visit our census.nc.gov website to learn more.
- Leaders and stakeholders in government, civic, business, and community organizations are combining advocacy and outreach efforts to support the 2020 Census in communities across North Carolina to ensure all residents have a voice and are counted on Census Day.

Participation – How to Respond, Compete Count Efforts

- The North Carolina Complete Count Committee has set a goal of increasing North Carolina's response rate by 5%. Our response rate in 2010 was 74%, ranking 14th among all states.
- This goal represents about 500,000 more North Carolinians responding and about \$8.5 billion dollars in funding over ten years until the next census.
- Hard-to-count populations are particularly at risk of being undercounted. Approximately 10% of North Carolinians are in hard-to-count groups. These populations also represent some of the highest need.

- Historically undercounted groups skew highest among minorities, elderly, children, and impoverished. Many within these groups do not understand the significant financial impact of the census, so education and outreach are critical to overcoming issues of awareness, language barriers, confidentiality concerns, and housing stability.
- This will be the first time in Census history that residents will be able to participate in the census online or from digital mobile devices.
- People will also be able to participate in the Census survey by telephone or traditional paper survey – the survey will be available in more than 13 languages.

Hispanic and Latinx Community

- North Carolina's Hispanic and Latinx residents are historically one of the most undercounted populations in the census.
- In addition to African American and American Indian populations, the Hispanic/Latino population are some of the hardest to count due to many factors, including general distrust of government authorities.
- There will NOT be a citizenship question on the 2020 Census questionnaire.
- Based on the 2010 Census, the Hispanic/Latino population accounted for 9.5 percent of North Carolina's population.
- This percentage is likely inaccurate due to an undercount of this population.
- This percentage also does not account for the seasonal workers or homeless population that are also typically underrepresented in our state and nation.
- According to a report by NC Child and the National Association of Latino Democratic Officials, approximately 109,000 of North Carolina's children under the age of five (17.8 percent) are Latino, comprising nearly one out of every five children in the state.
- Young Latino children are likely to be undercounted because they are overrepresented in populations considered hard-to-count by the U.S. Census Bureau.
- Reaching hard-to-count populations, such as children and seasonal workers, may be challenging as some families may be reluctant to complete the Census in fear of deportation.
- Hispanic and Latino residents of our state can be assured that absolute confidentiality of sensitive census data is required by federal law for 72 years under Title 13 of the U.S. Code. In fact, there is a \$250,000 fine and up to 5-year prison sentence for any violation or breach of confidentiality.
- Personally identifying information associated with your address that may be provided to the U.S. Census Bureau will not be shared with service providers, other government agencies, law enforcement, courts or immigration.

- The 2020 Census is the Hispanic and Latinx community's opportunity to have a voice, to be counted, to ensure critical social services and programs are available for their families and state for years to come.
- Hispanic and Latino partners are working across to the state to ensure every resident of North Carolina is counted in the 2020 Census.

Children

- Due to many variables, children are historically one of the most undercounted populations in our state. Census data shows that children in low-income households, children of color, and kids living in immigrant families stand to be disproportionately undercounted, while also having the most to lose as vital programs face census-related reductions in funding.
- According to the U.S. Census Bureau, an estimated 5 percent of children under the age of 5 **were not** counted in the 2010 Census. That's about 1 million young children, the highest of any age group.
- In North Carolina, children under the age of 5 represent nearly **6 percent** of the population.
- We all must work together to close this gap in the count.
- Continuing this gap can and will have long-term consequences on the health, education and prosperity of families, communities and the economy.
- A complete and accurate count of our state's children helps ensure adequate funding of programs such as the Supplemental Nutritional Assistance program (SNAP), the National School Lunch Program, and the Children's Health Insurance Program (CHIP).
- When children are missed in the Census count, these programs that help support them and their families miss out on funding that is based on the number of children counted.
- A complete and accurate Census count of children is crucial for determining future need including funding for infrastructure and education programs and services.
- Good data and numbers help local governments meet the rapid growth of North Carolina's population.
- An accurate and complete count of our state's children will help us plan for future growth, preventing underfunded and overcrowded schools.
- North Carolina has a variety of critical programs to help children and families – programs that need scaled up so that all children have access. And that begins with appropriate funding, which often relies on important population data.
- Census advocates are working as partners across North Carolina to ensure that all children living within a household – including newborn babies who may still be in the hospital on April 1, 2020 – are counted for our state and for their future health and well-being.

Rural Community

- Rural communities depend heavily on census data to inform current and future planning for infrastructure, housing, transportation, education, outreach and social program needs.
- Reliable data amplifies the voice of the rural community and stimulates decisions and actionable items that benefit sustainability and growth.
- Accurate census data plays an important role in needed funding of government recovery and rebuilding programs in the event of a natural disaster, including assessment strategies, housing assistance and reconstruction support.
- Census information guides decisions for necessary improvements within the rural community such as broadband enhancements, utility delivery, housing allocation and linguistic challenges.
- Census participation keeps rural dollars in rural communities, helping to maintain borders and slow migration.

Faith-Based Communities

- Faith-based institutions are trusted voices in their communities and are critical to conveying the importance of the 2020 Census.
- Faith communities often serve the same people that use many of the federal programs that receive funding based on census data. These programs include those that address poverty, hunger, homelessness, childcare, emergency services, and public safety.
- The U.S. Census Bureau asks about race and ethnicity in the decennial census, but it does not collect information about religious affiliation.
- The Faith Communities Census Weekend of Action will be held March 27-29, 2020. The Census Bureau established the faith communities census weekend of action as a coordinated opportunity for faith leaders to focus their outreach and support of the 2020 Census to encourage your community to respond.
- Ways Faith-Based Communities can make a significant impact:
 - ✓ Provide a space with computers or tablets that people can use to respond to the census online.
 - ✓ Use a term like Census Sunday, Census Shabbat, Census Sabbath, or Census Friday
 - ✓ Call attention to completing the 2020 Census in programs, bulletins, notice boards and in prominent locations in the community.
 - ✓ Create a census committee at your house of worship to come up with ideas to engage your congregation or join a Complete Count Committee in your area.
 - ✓ Post census messages on your marquee, social media, or write a blog post.
 - ✓ Connect the 2020 Census to scriptural messages

- Use the Faith Communities Action Guide produced by the US Census https://2020census.gov/content/dam/2020census/materials/partners/2020-02/Faith_Communities_Action_Guide.pdf

Tribal Communities

- North Carolina has the largest American Indian population east of the Mississippi River and the eighth-largest Indian population in the United States.
- According to the 2010 U.S. Census, 184,000 or 1.9 percent of North Carolina's population identified as American Indian or Alaska Native alone or in combination.
- Among the 122,000 North Carolina individuals who identified as American Indian or Alaska Native (alone), more than 85,000 or 70 percent reported specific tribal affiliation or community attachment.
- And among the 62,000 individuals identifying as American Indian or Alaska Native in combination with some other race, 55 percent reported specific tribal affiliation.
- As many in this group have historically low census response rates and undercounts for multiple reasons, we need everyone helping to ensure our state's tribal communities also count.
- It is critical that we take this opportunity to confirm a complete and accurate census count to ensure our families, businesses and communities are well-supported by much-needed programs and services.
- We've already been busy hosting Statistical Area Program training sessions to engage the American Indian communities of North Carolina in the 2020 US Census countdown efforts and to select tribal liaisons for the State Recognized Tribes here in North Carolina.
- We distributed Census maps that were reviewed and marked up in preparation for the 2020 US Census to ensure that the boundaries of tribal communities are correct in preparation for the 2020 US Census – and we will have updated boundary information for those maps by April 12th.
- We also held a workshop during the recent 2019 NC Indian Unity Conference to provide information to tribal leaders regarding the importance of the 2020 US Census.
- As a reminder, the U.S. Census Bureau provides a foundation for tribal communities to determine how they best identify – it's a way of standing up and saying "this is who I am" – and helps drive tribal planning for the future.
- Our state's tribal leaders and Census liaisons are offering their continued support in Census participation efforts and will work together in the coming months to help ensure all tribal communities are counted in the 2020 Census.

Military & Veteran Community

- Members of the military, their families and veterans have unique residency and work needs that often lead to questions about whether they should participate in the state census where they are based – in this instance, North Carolina.
- It is important that each person be counted once, only once, and in the right place.
- No matter where a member of the military and their families are from originally (or where their permanent residence is), **while they are stationed in North Carolina, they are to be counted in North Carolina** to ensure adequate allocation of local and state resources, including human services, veterans' programs, utility services and even planning & infrastructure.
- The Census is also used to collect valuable data on our military and veteran population.
- Being counted in North Carolina as a resident will not change your "permanent residence," it will not alter your tax filing status – it simply notes your "usual" residence where you and your family spend the majority of your time, where you live day-to-day.
- The census is not used to determine your permanent residency, the data is critical to determining what specific community needs are, the allocation of funding for those needs and ensure local military communities have the services and infrastructure necessary to accommodate needs and future growth.
- Emergency and short-term deployments can cause undercounts for the military population, negatively impacting community services and programs.
- There are **over 750,000 active military and veterans** living in North Carolina, making this an important group of residents to count for North Carolina.

Colleges & Universities

- Every off-campus renter is required to respond to the census at the place they are living or staying on April 1, 2020. On-campus students will be counted in group housing with the help of campus housing officials.
- The Census impacts federal funding that goes toward critical programs like school safety, Pell Grants, adult education grants, student wellness programs, and community health care services.
- Businesses and leaders in your community will use the data collected in the census to make decisions about where to build new buildings, revitalize old ones, open stores, create jobs, and more.
- Earn extra income while helping ensure that everyone in your community is counted. The U.S. Census Bureau has a variety of temporary jobs that need to be filled, including census takers, recruiting assistants, office staff, and supervisory staff. Apply at **2020CENSUS.GOV/JOBS.**

Business Community

- Businesses and government rely heavily on quality census data to help make important decisions related to sustainability and growth.
- Analytics of good data are the bedrock of innovation and expansion.
- Quality census data provides insights about population dynamics, available markets, labor force, and identifies areas of need in our state.
- Census data is also used by businesses to conduct other household surveys with detailed market insights for the many years that follow a census.
- Collectively, this information helps businesses determine where to locate new facilities and establishments (like restaurants and retail shops), and how to better understand the market segment that they seek to serve.
- Census data influences business decisions and drives competitive advantages, keeping tax dollars in the communities, stimulating economies and creating jobs.
- If census data aren't accurate or have poor quality, businesses may face challenges in making good decisions, which can affect their bottom lines.
- Undercounting populations in North Carolina and the U.S. can lead to errors associated with particular geographic areas or subpopulations, which impacts strategies for efficiently providing services – and that can lead to increased costs.
- Recognizing the value of Census data and the risks of inaccurate information from an undercount, every business and organization can play some role in ensuring a fair and accurate census.
- Business partners across the state have joined to help ensure a complete and accurate Census count in 2020, for the health of North Carolina's businesses, communities and economy.

Local Government Municipalities

- Local governments will play a critical role in the rapidly approaching 2020 Census, which will determine the number of congressional representatives, shape legislative districts and drive the distribution of billions of dollars in federal funds.
- Municipal governments have an important relationship with the census — both as consumers of the invaluable data it gathers and as partners in ensuring the complete and accurate count of our cities. Data produced by the census not only remain foundational to our democratic system, but also improve our ability to understand who we are and how best to function as one of the world's largest countries and economies.
- Census figures are the basis for defining our federal, state and local political districts.

- Census figures also fuel medical, economic and social research on communities, and inform much of our local infrastructure planning and decision-making processes – for both public and private sectors.
- Perhaps most importantly, the data play a crucial role in determining how more than \$600 billion of federal funding is distributed and allocated annually across state and local governments – more than \$16 billion of which flows into North Carolina.
- While many financial assistance programs and block grants, like the Community Development Block Grant (CDBG), are distributed to cities based on American Community Survey (ACS) statistics – the benchmark for all ACS data is the decennial census.
- The Decennial Censure of Population and Housing is one of the most important tasks that the federal government does.
- The U.S. Constitution mandates a count of every resident every ten years and local governments have a central role to play to ensure an accurate Census count.
- Our local cities are centers of opportunity, leadership and governance, and can help serve as a voice for the importance of Census participation to community residents and underscore the benefits of being counted to local communities.
- And as you know, many of our town and cities lie within one of the 80 rural counties of our state and often residing within these rural counties are the increasingly hard-to-count populations.
- Local, state and federal governments rely upon accurate population numbers to determine what types of programs and services are needed and how best to appropriate funding.
- We're in the middle of the budget session – and good budget decisions depend on good information, good data.

Census Jobs

- Apply online at 2020census.gov/jobs or 1-855-JOB-2020
- The US Census is hiring – thousands of temporary jobs in NC must be filled and start at \$14/hour plus gas and expenses, and up to \$20/hour in some counties.
- Temporary census income will not be considered when determining eligibility for assistance programs like SNAP or TANF.
- Applicants should be patient. Applications are taking over a month to get processed.
- The US Census invites anyone to apply, including retirees, college students, people who do not have a job and are looking for temporary employment. people already working who are looking for a second job, and people available to work flexible hours.
- To be eligible for a 2020 Census job, applicants must:
 - ✓ Be at least 18 years old.
 - ✓ Have a valid Social Security number.

- ✓ Pass a Census Bureau-performed background check and a review of criminal records, including fingerprinting.
- ✓ Have access to a vehicle and a valid driver's license, unless public transportation is readily available.
- ✓ Have access to a computer with internet and an email account (to complete training).