



Missouri Foundation
for **Health**

a catalyst for change



How Can Libraries Help Ensure Missouri Counts

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2020 Census: Our Story

- MFH is committed to getting a complete and accurate count
 - Impact on health and well-being
 - Role of philanthropy
 - Partnership and collaboration

2020 Census: Who is Counted?

- The census counts all persons who live in the United States on April 1, 2020, regardless of citizenship or immigration status
- People are counted at their “usual place of residence”

2020 Census: Getting a Complete Count

- Why should it matter to you?
 - Distribution of federal resources
 - How congressional seats are decided
 - Accurate data for strategic decision-making

2020 Census: New Challenges

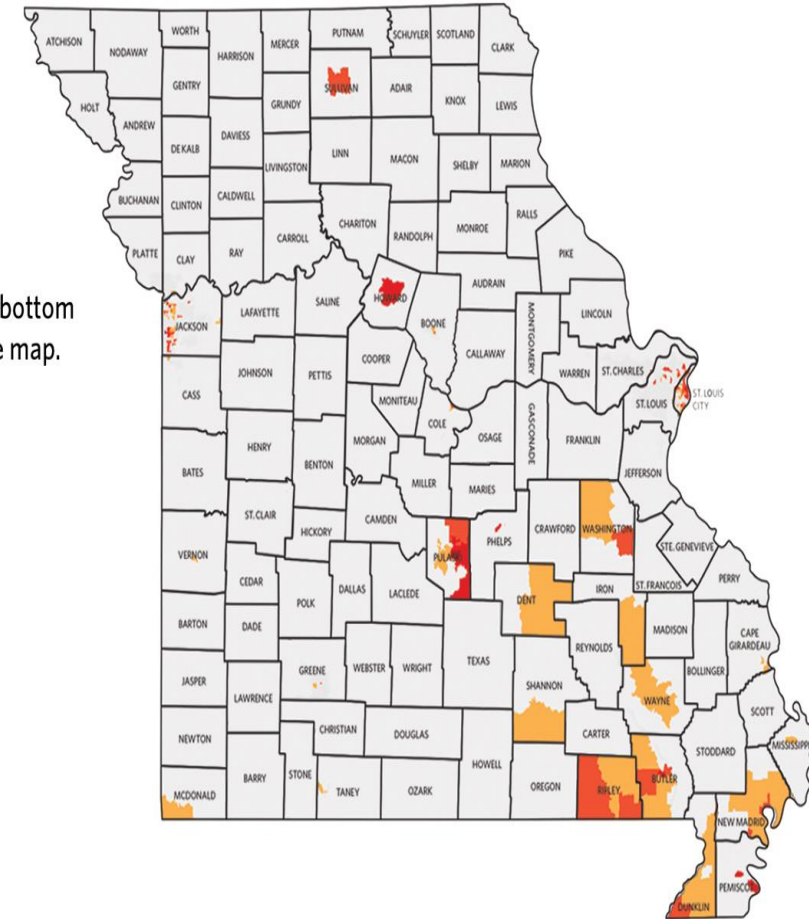
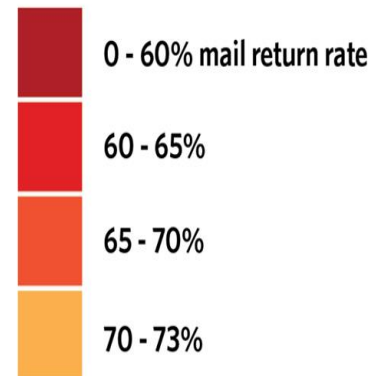
- First high tech census
- Fewer canvassers and limited outreach
- Decreased and delayed funding

Missouri's Hard-to-Count

- 9 percent of population
- Scattered HTC communities
 - Low income
 - Rural
 - Renters/multifamily housing
 - Communities of color
 - Limited English proficiency
 - Children under 5
 - Homeless
- Older Adults

Missouri's Hard-to-Count (HTC) Map^v

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map. Tracts with >73% return rate are not displayed.



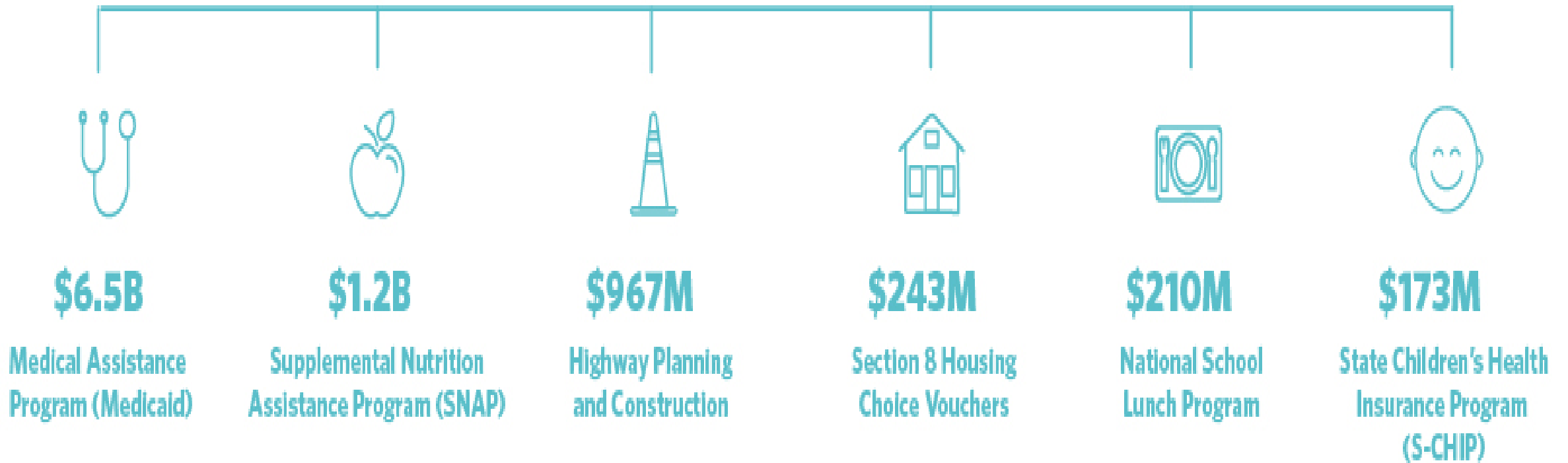
2020 Census: Impact on Missouri

- Received **\$16.5B** in federal funds in FY2016
- Forfeited **\$1,272** for every person undercounted in 2010
- Lost a congressional seat as a result of 2010 Census

Missourians Rely on Federal Dollars

\$16.5 Billion

Federal Program Obligations (Fiscal Year 2016)



This information adapted from Counting for Dollars™, and does not include all federal program dollars.

2020 Census Timeline

- In-field address canvassing
 - August
- **Self Response**
 - Mid March-April 30
- Non-response Follow-up
 - May-July 2020
- Group Quarters
 - July-August 2020



WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

Considerations

- Awareness and apathy
 - Trust in government
 - Competing for airtime
 - Internet access
- Rural Communities face multiple barriers
 - Broadband
 - Canvassing difficulties
 - P.O. Box Usage

Why Should Libraries Help?

- 99% of hard-to-count areas are located within 5 miles of a public library
- Opportunity to get involved with larger community and show value with local leaders
- Existing infrastructure for participation
- Trusted relationship with community



How Can Libraries Assist?

- Prepare and educate staff about timeline, operations, etc.
- Designate computers or mobile devices for census participation
- Provide messaging materials and information to community and hard-to-count constituents
- Post 2020 Census information on your websites and community boards
- Serve as a Questionnaire Assistance Center
- Address misinformation, scams, etc.
- Help community members apply for census jobs
- Participate in Complete Count Committees

Activities

- Funding
 - [St. Louis Regional Census Fund](#) (open until 10/15)
- Government
 - State Complete Count Committee
 - Local & Regional Complete Count Committees
- Statewide messaging campaign
 - October 2019

Resources

- Missouri Foundation for Health: 2020 Census Factsheet - <https://mffh.org/wordpress/wp-content/uploads/2019/01/2020-Census-Fact-sheet.pdf>
- Libraries' Guide to the 2020 Census - <http://www.ala.org/advocacy/sites/ala.org.advocacy/files/content/govinfo/LibrariesGuide2020Census.pdf>
- Hard To Count Maps - <https://www.censushardtcountmaps2020.us/>
- Making it Count - Libraries Get Ready for the 2020 Census - <https://americanlibrariesmagazine.org/2019/06/03/making-it-count-2020-census/>

Contact



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