How Can Libraries Help Ensure Missouri Counts

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Government Affairs Manager
Missouri Foundation for Health
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
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)

- $6.5B in Medical Assistance Program (Medicaid)
- $1.2B in Supplemental Nutrition Assistance Program (SNAP)
- $967M in Highway Planning and Construction
- $243M in Section 8 Housing Choice Vouchers
- $210M in National School Lunch Program
- $173M in State Children’s Health Insurance Program (S-CHIP)

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**

<table>
<thead>
<tr>
<th>On or between</th>
<th>You’ll receive:</th>
</tr>
</thead>
<tbody>
<tr>
<td>March 12-20</td>
<td>An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)</td>
</tr>
<tr>
<td>March 16-24</td>
<td>A reminder letter.</td>
</tr>
<tr>
<td></td>
<td><strong>If you haven’t responded yet:</strong></td>
</tr>
<tr>
<td>March 26-April 3</td>
<td>A reminder postcard.</td>
</tr>
<tr>
<td>April 8-16</td>
<td>A reminder letter and paper questionnaire.</td>
</tr>
<tr>
<td>April 20-27</td>
<td>A final reminder postcard before we follow up in person.</td>
</tr>
</tbody>
</table>
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 -

• Libraries’ Guide to the 2020 Census -

• Hard To Count Maps -  https://www.censushardtocountmaps2020.us/

• Making it Count - Libraries Get Ready for the 2020 Census -
  https://americanlibrariesmagazine.org/2019/06/03/making-it-count-2020-census/
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Learn more at: mffh.org/census