Census Basics

- All households should have received at least one invitation to participate in the census at this point.

- If the census was not completed by April 5, remaining households should have received a paper form by now.

- Households will receive up to 4 reminders to participate by mail.

- The US Census Bureau will *not ever* email you.

- Questions about a completed form may trigger a call from the US Census Bureau.

- Nonresponse follow up will be in person and will take place starting in August (pending approval by congress).

Census Funding Impact

- **The census is about money:** public housing, feeding programs like WIC, Title I schools, CDBG, and more than 150 other programs are funded based on census allocations. In FY2016, South Carolina *received almost $12.7 billion through 55 federal spending programs* guided by data derived from the 2010 Census programs.

- **The census is about representation:** census data is used to draw lines for US House of Representatives, SC State House, and municipal government seats.

- **The census is about economic development:** census data is used to recruit employers to SC and determines where broadband internet is installed.

- **The census is about the power of participation:** they can't deny you exist if you are counted in the census.

SOUTH CAROLINA
CENSUS **'20**

Census Funding Impact Areas

- Public Transportation
- Housing Programs
- SBA Programs & Funding
- Early Childhood Programs like Head Start and First Steps
- School Breakfast & Lunch Programs
- Emergency Services
- Disaster Relief Funds
- Tourism & State Parks
- Education Support & Pell Grants
- College Students
- Community Food Programs

- Outreach & Employment Programs
- Programming for Seniors
- Veterans Programs
- Health Care Programs
- Hospital Funding
- Community Facilities & Services
- Adoption & Foster Care
- Afterschool Programs
- Infrastructure & Ensuring Safe Roads
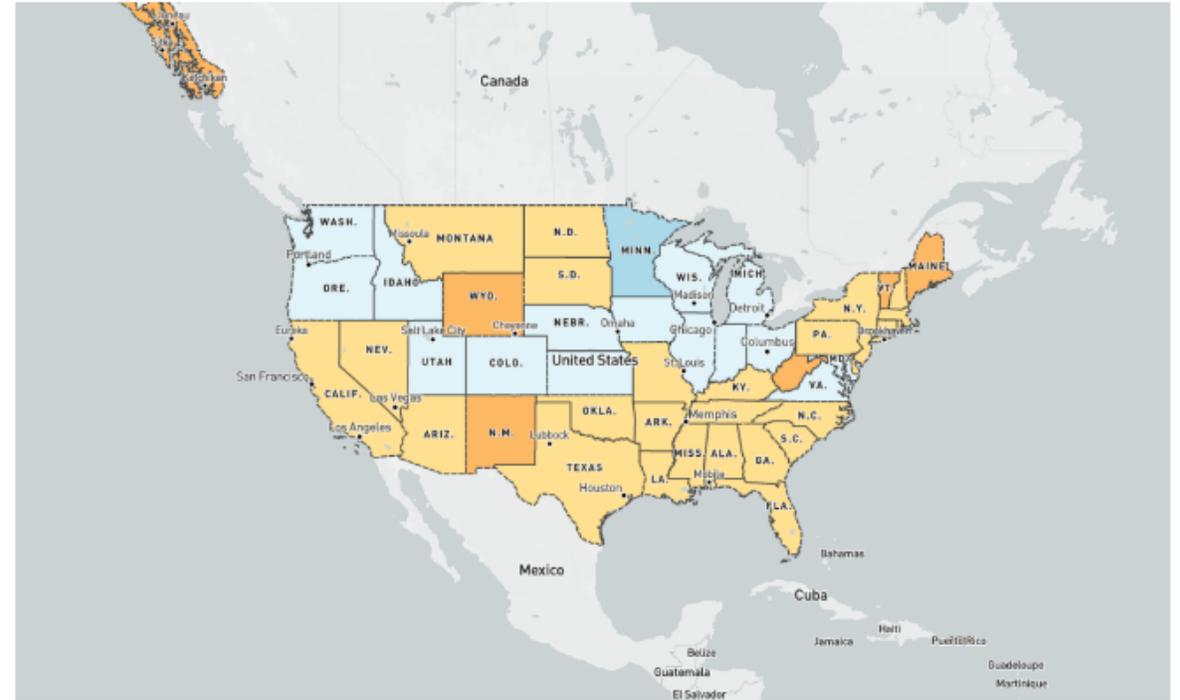- Economic Development & Growth

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How To Complete The Census

- Fill out the paper form using blue or black ink.

- Call 1-800-354-7271 and complete by phone.

- Go to www.my2020census.gov.

- It takes about 10 minutes.

- You don't have to have your ID number to fill out the census.

US Response Rates

- Self-response is the best way to participate

- In person outreach supports a complete count

- Self-response rates reflect estimated level of household participation, but not individual counts.

- Undercount is a concern across the country.

Mapping "Self-Response" for a Fair and Accurate 2020 Census

U.S. response rate:

48.1%
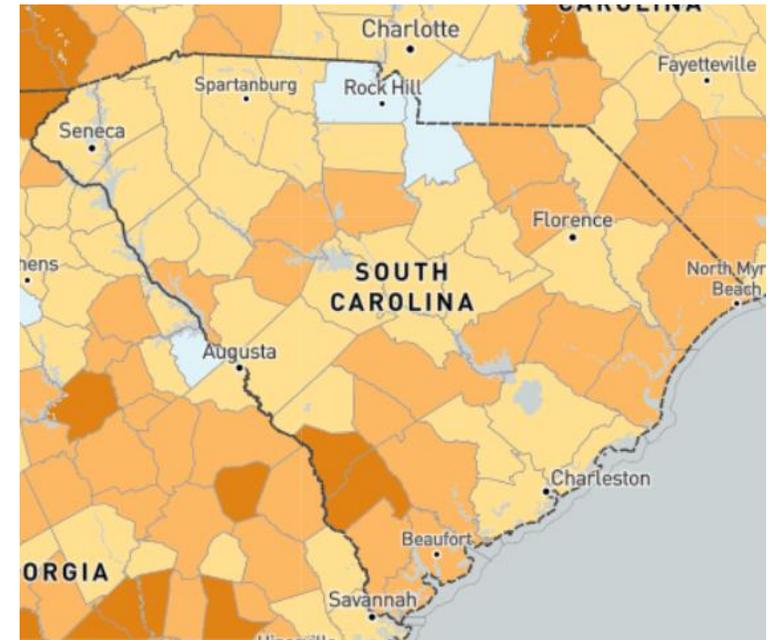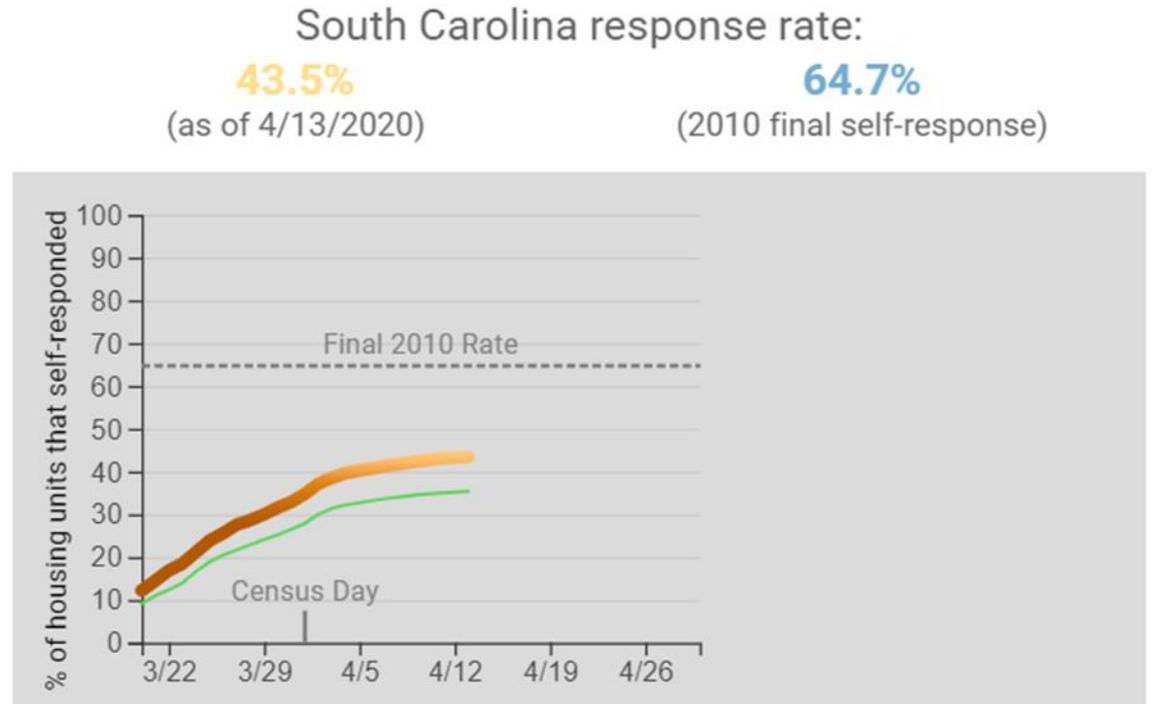(as of 4/13/2020)

66.5%
(2010 final self-response rate)

SC Response Rate

- As of 4/12/2020, **SC is 41st in census self-response at 43.5%**

- Concern about access for online census completion in rural areas

- Group enumeration (prisons, nursing homes, colleges, shelters) will take place between July and September

South Carolina response rate:
43.5% (as of 4/13/2020)   64.7% (2010 final self-response)

Response Rate By County

Highest Response Areas

- York
- Lancaster
- Dorchester
- Lexington
- Greenville
- Anderson
- Kershaw
- Berkeley
- Spartanburg
- Cherokee

Lowest Response Areas

- Allendale
- Hampton
- Dillon
- Jasper
- Saluda
- Georgetown
- Horry
- Williamsburg
- Clarendon
- Beaufort

Financial Impact of an Incomplete Count

- We know that in the last Census in 2010, we were significantly undercounted. While it is hard to estimate the significance of the undercount, but **it ranges from 10-20% of people.**

- Each person is estimated to bring about $2,900 of federal resources to our state annually. **If 100 people in a community are missed, our state is missing $3,000,000 EVERY YEAR.**

- Adding that up over a 10-year period, that's **$300,000,000 that could be funding healthcare, housing, roads, and infrastructure.**

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It's On ALL of Us To Ensure a Complete Count for South Carolina

- Check out your community on the hard to count map. What is typical participation?

- Remember, the goal is COMPLETION.

- Thinking about the people in your community…
  - Who might not participate?
  - Why would they not complete the census?
  - What activities, events, or messages would increase their odds of completion?

SOUTH CAROLINA
CENSUS 20

To Do List

- Be certain to complete the census *yourself.*

- Ensure that each of your direct reports, co-workers, employees and contractors complete the census accurately.

- Ensure that your community is completing the census:
  - Educate the people you serve on the importance of census completion
  - Create space and incentive for completion
  - Remind them that someone will come to their residence if they don't self-respond

SOUTH CAROLINA
CENSUS 20

Resources

- Census Timeframe: https://2020census.gov/en/news-events/operational-adjustments-covid-19.html

- Census self-response rankings: https://public.tableau.com/profile/us.census.bureau#!/vizhome/2020CensusSelf-ResponseRankings/RankingsDashboard

- Hard to Count map: https://www.censushardtocountmaps2020.us/

- Print and digital promotion: https://www.ermarketinggroup.com/file-share

- Programs funded by census data: https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_SC.pdf