Counting Kentucky in the 2020 Census
Kentucky Partnership Specialist

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Philadelphia Region

census.gov

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Agenda

- Overview of the Decennial Census
- 2020 Census Design:
  - Establish Where to Count
    - LUCA Program
  - Motivate the People to Respond
    - Complete Count Committees
  - Count the Population
    - Challenges
  - Release the Data

- How your organization can help ensure an accurate and complete count for Kentucky in 2020
The Decennial Census

The purpose is to **conduct** a census of population and housing and **disseminate** results to the President, the States and the American People

- **Uses of Census data:**
  - **Apportion** representation among states as mandated by Article 1, Section 2 of the US Constitution
  - **Draw** congressional and state legislative districts, school districts and voting precincts
  - **Inform** planning decisions of federal, tribal, state and local government
  - **Inform** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits
  - **Distribute** federal dollars to states
USASpending.gov

**Total Funds Awarded - FY 2016**
$89,329,283,064

**Total SubAward Funds - FY 2016**
$1,823,520,755

**Total Number of Transactions - FY 2016**
107,830

**Total SubAward Transactions - FY 2016**
4,293

### CONTRACT, GRANT, LOAN, AND OTHER FINANCIAL ASSISTANCE AWARDS

![Map of Kentucky with spending data]

**TOP COUNTIES**

1. Jefferson  
   $2,670,777,448
2. Fayette  
   $817,755,935
3. Kenton  
   $517,642,965
4. Daviess  
   $383,259,392
5. Boone  
   $381,187,544

[Text View and More Details on All Counties]

### TOP CONGRESSIONAL DISTRICTS

1. N/A  
   $70,278,761,141
2. 06  
   $10,986,841,301
3. 03  
   $4,579,424,243
4. 01  
   $1,217,644,829
5. 02  
   $786,897,843

[Text View and More Details on All Congressional Districts]
2020 Census Design

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.

Establish Where to Count

- Identify all addresses where people could live
- Conduct a 100% review and update of the nation’s address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

Count the Population

Collect data from all households, including group and unique living arrangements
- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking

Release Census Results

Process and Provide Census Data
- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data

Count Everyone Once In the Right Place

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- Identify all addresses where people could live
- Conduct a 100-percent review and update of the nation’s address list
- Minimize in-field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input – LUCA Program
LOCAL UPDATE OF CENSUS ADDRESSES (LUCA)

- Once a decade opportunity for tribal, state, and local governments to review and update the Census Bureau’s Address List for their jurisdiction
- Authorized by the Census Address List Improvement Act of 1994 (Public Law 103-430)
- The information provided to/from LUCA is covered under Title 13 of the United States Code
- Confidentiality Agreement
  - Appoint LUCA liaison to assume responsibility for Title 13 compliance
Preparation - Participation Methods

Digital Format - Address List and Maps

Geographic Update Partnership Software (GUPS)

Paper Format - Address List and Maps
Who can participate in LUCA

State of Kentucky
120 Counties
419 Cities

Invitations mailed to the Highest Elected Official (HEO) of each government:

- Governor
- County Judge Executives
- Mayors
Encouraging LUCA Participation in Kentucky

- Only 19% Participation in 2010
- HINDSIGHT IS 2020!
- Goal- 100% Participation for 2020
- Partnerships:
  - KY Council of Area Development Districts (KCADD) Board Meetings
  - KCJEA/KMCA Joint Summer Conference
  - Governor’s Local Issues Conference
  - KY Association of Mapping Professionals (KAMP) Conference
  - KY League of Cities (KLC) Annual Conference
  - KY Association of Counties (KACO)
- Conduct a nation-wide communications and partnership campaign
- Work with trusted sources to inspire participation
- Maximize outreach using traditional and new media
- Target advertisements to specific audiences
Success in 2010

- Census 2000 – only 72% Self-Response Rate
- Census 2010 – increase to 77%
  - Partnership Program in Kentucky
  - 3,822 Kentucky Partners
  - 192 Complete Count Committees in Kentucky
Complete Count Committee (CCC)

- Government
- Businesses
- Faith-based
- Education
- Media
- Community Organizations
- Workforce Development
- Census Data Users
65/20/15 APPROACH

- 65% - Respond to National Paid Advertising Campaign

- 20% - Respond to National Paid Advertising Campaign *IN CONCERT WITH* Partnership efforts and local leadership promotion

- 15% - Respond to “Trusted-Voices” in their communities
Kentucky Low Response Areas
Fayette Co. Low-Response Areas
Lexington Low-Response Tract
Collect data from all households, including group and unique living arrangements
Make it easy for people to respond anytime
Encourage people to use the new online response option
Use the most cost-effective strategy to contact and count non-respondents
Streamline in-field census-taking
Knock on doors only when necessary
Census Jobs in Kentucky

- Management Positions
- Address Canvassers, Enumerators, Quality Control Checkers, Group Quarters, etc.
- Senior Citizens; College Students; Veterans
- Lessons learned from END-TO-END Test in West Virginia – weekly test sites
- Improved economy is recruiting challenge
- Census jobs are different than before – use of technology is barrier to some
- No Access to computers and internet
Process and provide Census data
Deliver apportionment counts to the President by December 31, 2020
Release counts for redistricting by April 1, 2021
Make it easier for the public to get information
Kentucky Overview and Specific Challenges

- Kentucky Population = 4,436,974 people (almost 4.5 million)
- Kentucky Households = 1,965,556 HU (almost 2 million)
- Approx 25% of our population live in Jefferson and Fayette
- Metropolitan counties are growing
- Gated Communities or Locked Buildings
- Areas of Drug and Crime Prevalence
- College Students and Renters
Kentucky Overview and Specific Challenges

- Rural counties are declining, aging, less internet access, PO Boxes
- Foreign born – Mexican, Cuban, Guatemalan in horse farm areas
- Appalachian Corridor and Coal Areas
- Amish population (Western KY)
- State Offices for Refugees and Homeless
- Military Population Areas
- Seniors
How Organizations Can Collaborate with the US Census Bureau

- Serve on a Complete Count Committee
- Encourage census participation in newsletters, on websites, alerts systems, drop-in articles
- Put links to the American Community Survey (ACS) and decennial Census on local websites
- Encourage residents to participate in the “Other 9 Years” of on-going census surveys
How Organizations can Collaborate with the US Census Bureau

- Invite Census participation at community events, festivals, neighborhood association meetings, etc.
- Include Census presentations, trainings, and exhibits at upcoming conferences
- Encourage the Statistics in Schools program be utilized in your school district
- Provide space that can be used for testing and training
- Promote temporary job opportunities
How Organizations can Collaborate with the US Census Bureau

- Host data workshops and presentations on how to access census data (conducted by Census staff at no cost) for business, educators, elected officials, social service, grant writers, librarians, etc.
- Highlight local examples of how census population counts help your community
- Reach out to your elected officials and discuss the upcoming Census
- Start talking about the Census to your neighbors, co-workers, & family
Sign up for and manage alerts at
https://public.govdelivery.com/accounts/USCENSUS/subscriber/new

More information on the 2020 Census Memorandum Series:

More information on the 2020 Census:
http://www.census.gov/2020Census

More information on the American Community Survey:
http://www.census.gov/programs-surveys/acs/

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