



2020 Census: What's at Stake for New Mexico

20th New Mexico Data Users Conference 2018

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CNM Workforce Training Center

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U.S. Census Bureau-Denver Region, New Mexico



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Economics and Statistics Administration
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[census.gov](https://www.census.gov)

Census Overview

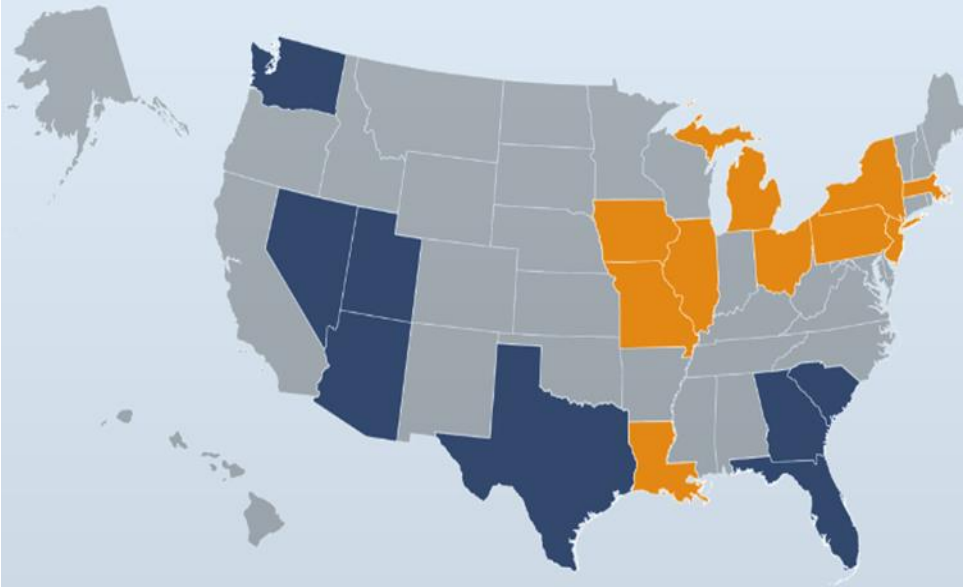
Why we do a census:

Article 1, Section 2 of the US Constitution

The actual Enumeration shall be made within three Years after the first Meeting of the Congress of the United States, and within every subsequent Term of ten Years, in such Manner as they shall by Law direct.

APPORTIONMENT

2010
OFFICIAL RESULTS



GAINED	LOST
Arizona +1	Illinois -1
Florida +2	Iowa -1
Georgia +1	Louisiana -1
Nevada +1	Massachusetts -1
South Carolina +1	Michigan -1
Texas +4	Missouri -1
Utah +1	New Jersey -1
Washington +1	New York -2
	Ohio -2
	Pennsylvania -1

Counting For Dollars

New Mexico receives over \$6 billion dollars per year based on Decennial Census data.

The per capita allocation is \$2,972.

Counting for Dollars link:

<https://gwipp.gwu.edu/counting-dollars-role-decennial-census-geographic-distribution-federal-funds>



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WASHINGTON, DC

Counting for Dollars 2020

16 Large Federal Assistance Programs that Distribute Funds on Basis of Decennial Census-derived Statistics (Fiscal Year 2015)

New Mexico

Total Program Obligations: \$6,197,394,617

Per Capita: \$2,972 (see note on proper use)

CFDA #	Program Name	Dept.	Type	Recipients	Obligations
93.778	Medical Assistance Program (Medicaid)	HHS	Grants	States	\$4,173,017,895
10.551	Supplemental Nutrition Assistance Program (SNAP)	USDA	Direct Pay	Households	\$685,206,629
20.205	Highway Planning and Construction	DOT	Grants	States	\$360,908,073
93.774	Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services	HHS	Direct Pay	Providers	\$252,631,865
84.010	Title I Grants to Local Education Agencies	ED	Grants	LEAs	\$115,281,583
10.555	National School Lunch Program	USDA	Grants	States	\$95,353,466
84.027	Special Education Grants (IDEA)	ED	Grants	States	\$90,766,161
93.600	Head Start/Early Head Start	HHS	Grants	Providers	\$84,381,811
14.871	Section 8 Housing Choice Vouchers	HUD	Direct Pay	Owners	\$74,512,000
93.767	State Children's Health Insurance Program (S-CHIP)	HHS	Grants	States	\$73,635,000
93.527/ 93.224	Health Center Programs (Community, Migrant, Homeless, Public Housing)	HHS	Grants	Providers	\$65,320,352
10.557	Supplemental Nutrition Program for Women, Infants, and Children (WIC)	USDA	Grants	States	\$38,654,036
14.195	Section 8 Housing Assistance Payments Program (Project-based)	HUD	Direct Pay	Owners	\$30,028,385
93.658	Foster Care (Title IV-E)	HHS	Grants	States	\$20,392,000
93.596	Child Care and Development Fund-Entitlement	HHS	Grants	States	\$20,188,000
93.568	Low Income Home Energy Assistance (LIHEAP)	HHS	Grants	States	\$17,117,361

Decennial Census Overview

2020 Census vs 2010 Census

- In 2020, we will introduce new technology to make it easier than ever for individuals to respond to the census.
- For the 1st time, you will be able to respond online, by phone, or by mail. We will use data that the public has already provided to cut down on household visits.
- We are building a more accurate address list and automating our field operations—all while keeping your information confidential and safe.

Decennial Census Overview

The Census is Confidential and Required by Law

1. The Census Bureau is required to keep information confidential. All responses provided on the 2020 Census questionnaire or to a Census Bureau employee are confidential and protected under Title 13 of the U.S. Code
2. We will never share a respondents personal information with other government agencies
3. Results from the census are reported in statistical format only
4. Records are confidential for 72 years by law (Title 44, U.S. Code)
5. All Census Bureau employees swear a lifetime oath to protect respondent information.
6. Penalty for wrongful disclosure is up to 5 years imprisonment and/or a fine of \$250,000

Key Data Collection Dates

- Nov – 2019
- Jun-Aug 2019
- Aug – Oct 2019
- Early 2020
- March 23, 2020
- April 1, 2020
- May 2020
- August 2020
- December 31, 2020
- In-Office Address Canvass
- Area Census Offices Open
- Address Canvassing – select areas
- Group Quarters Start
- Self Response Starts
- **CENSUS DAY**
- Non-Response Follow-Up Starts
- Data Collection Complete
- Counts Delivered to President

What is a Complete Count Committee

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

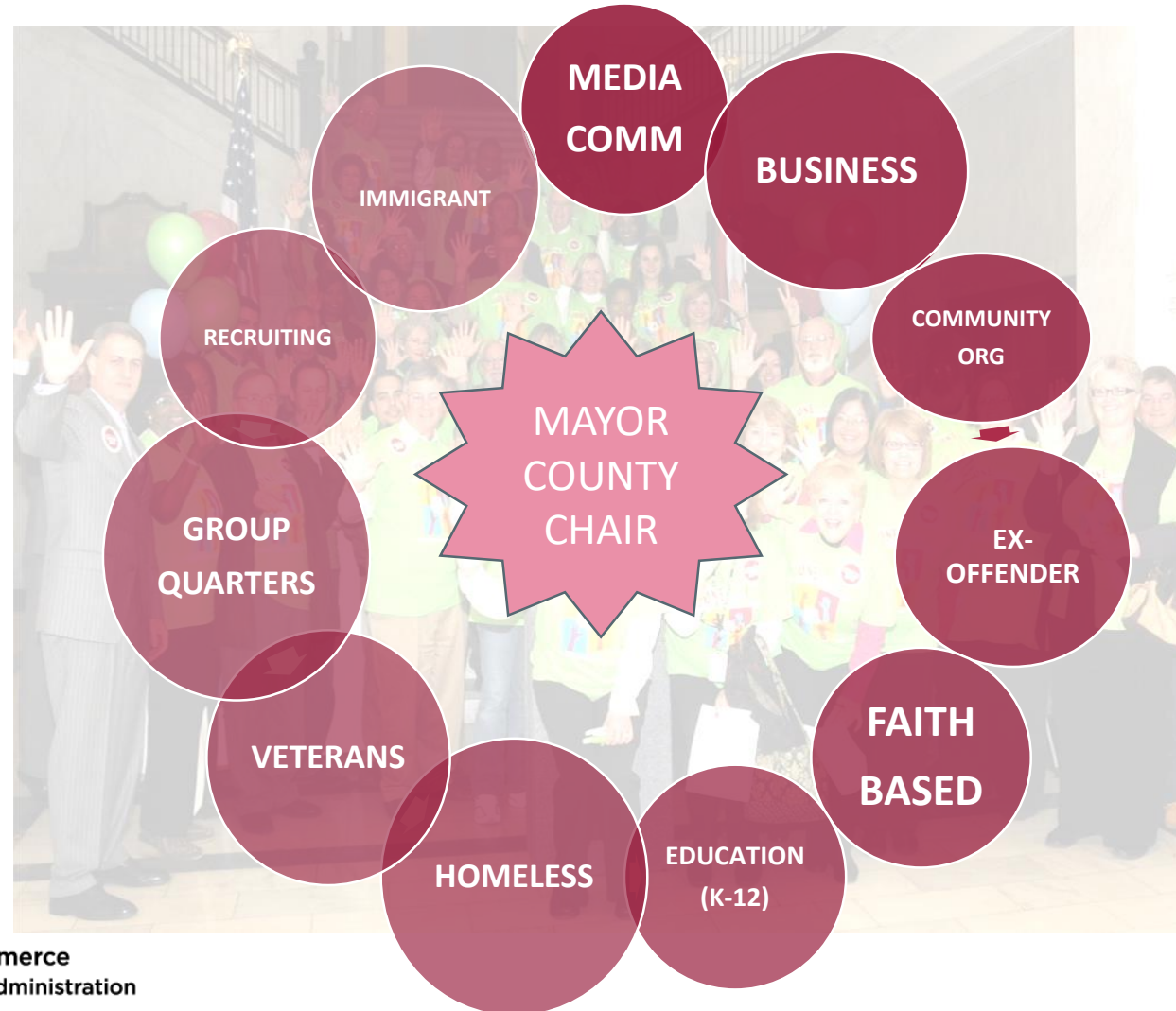
A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

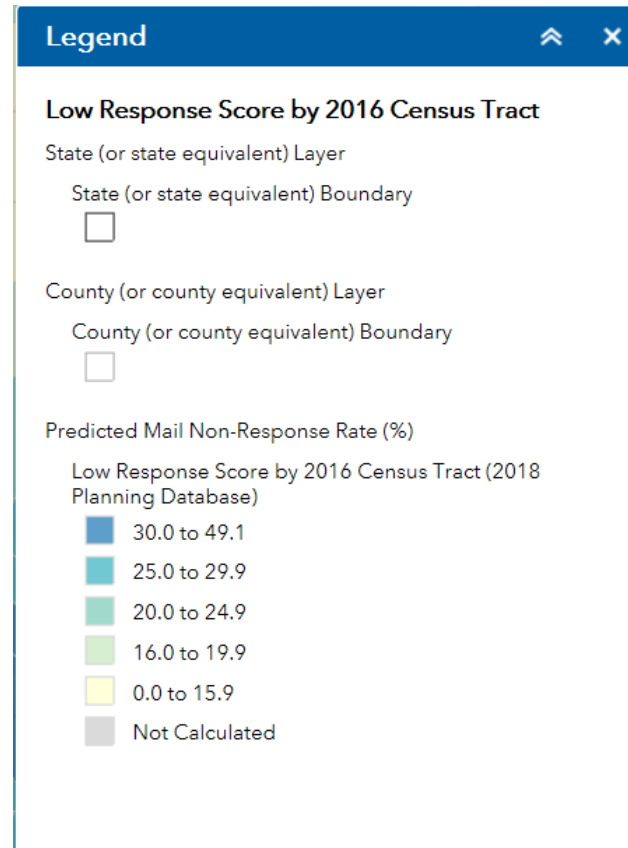
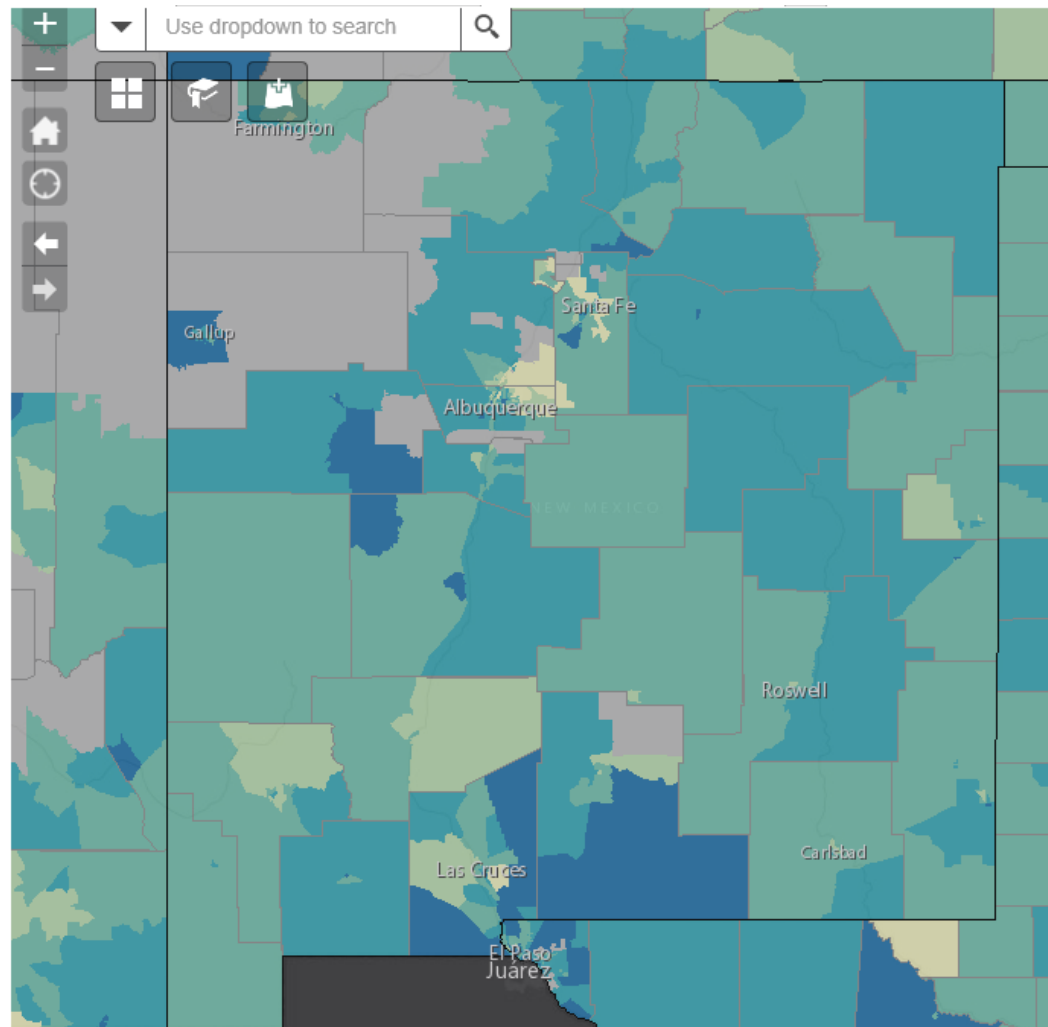


Complete Count Committee Formation



Response Outreach Area Mapper (ROAM)

census.gov/roam



Timeline

Key Communications Phases

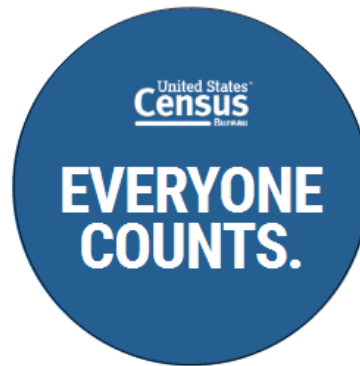
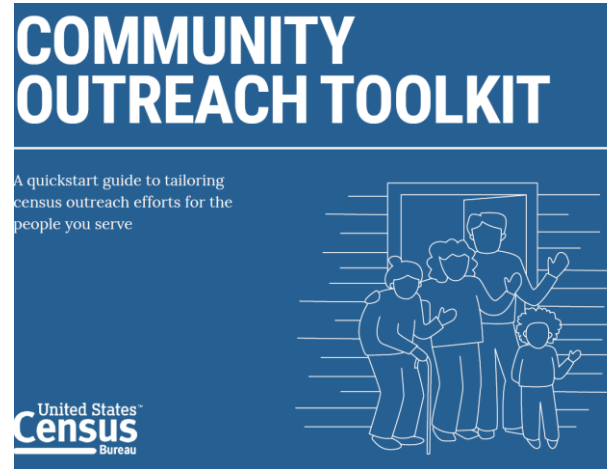
- The 2020 Census Phases
 - Education Phase – 2018-2019
 - Awareness Phase – April 2019
 - Motivation Phase – March – May 2020
 - Reminder Phase – May – July 2020
 - Thank You Phase – Starts July 2020

Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that the **census is easy, important and safe**

CCC TOOLS



<https://www.census.gov/programs-surveys/sis.html>



CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.
The census counts every person living in the U.S. once, only once, and in the right place.

It's about fair representation.
Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

It's in the Constitution.
The U.S. Constitution requires a census every 10 years. The census covers the entire country and everyone living here. The first census was in 1790.

It means \$675 billion.
Census data determine how more than \$675 billion are spent, supporting your state, county and community's vital programs.

It's about redistricting.
After each census, state officials use the results to redraw the boundaries of their congressional and state legislative districts, adapting to population shifts.

Taking part is your civic duty.
Completing the census is required: it's a way to participate in our democracy and say "I COUNT!"



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<https://www.census.gov/partners/toolkit.pdf>

CENSUS JOBS NOW LIVE!

<https://2020census.gov/jobs>



Local Jobs - important

Office Positions

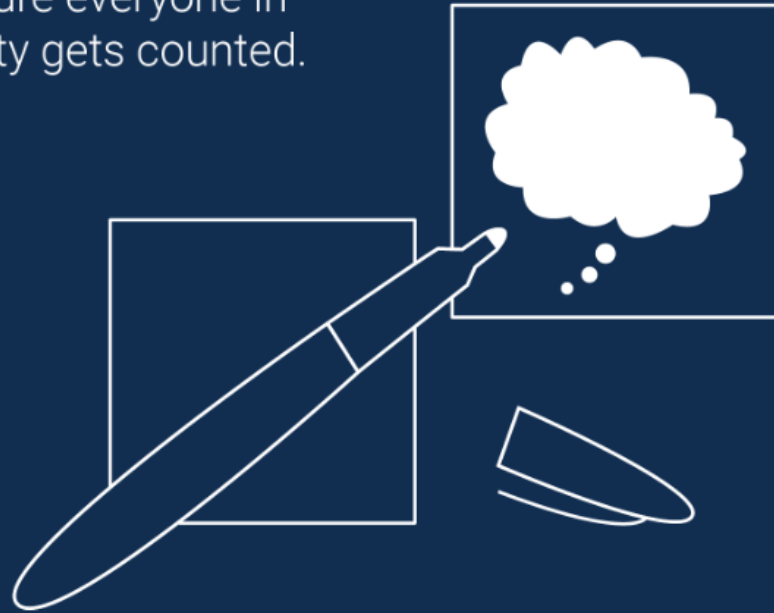
- Area Census Offices (all states)
 - Managers, IT, and clerks

Work from Home

- Census Field Supervisors
- Enumerators
- Partnership Specialists
- Recruiting Assistants

You can help.

You are the expert—
we need your ideas on the best
way to make sure everyone in
your community gets counted.



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Thank you!

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