

Census 2020

City of McKinney Briefing

*February 27, 2020
MCDC Meeting*

*Shirletta Best, Community Services Administrator
Housing & Community Development*



The Census Explained



- Counts **EVERY** person in the United States every 10 years. Collects name, age, race/ethnicity, gender, and relationships between each person in a household
- Determines number of seats each state gets in the U.S. House of Representatives
- Sent to every household in the United States, starting in mid-March 2020.
- For the 1st time, residents will be able to respond online, by phone, or by mail.

Why We Do a Census?



It's in the constitution.

The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

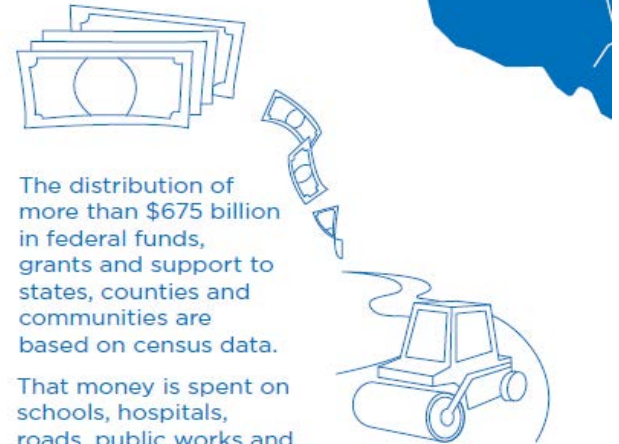
Article 1, Section 2 of the US Constitution

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.

Distribution of Resources

- ✓ Distribution of more than \$675 billion annually in federal funds
- ✓ Redistricting of state legislative districts
- ✓ Forecasting of future transportation needs
- ✓ Determining areas eligible for housing assistance and rehabilitation loans
- ✓ Designing facilities for people with disabilities, the elderly and children

**It's about
\$675 billion.**



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

Counting For Dollars in Texas

- Texas received over **\$59 billion** in 2016 based on Decennial Census data.

- Counting for Dollars link:

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

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

TEXAS

In FY2016, Texas received

\$59,409,844,723

through 55 federal spending programs
guided by data derived from the 2010 Census.



The Counting for Dollars 2020 Project aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.



Short Questionnaire

Name

Age and Date of Birth

Sex

Race and Origin

Own or Rent Home

Relationship

Phone Number

Data protected by Title 13 Confidentiality

PARTNERSHIPS IN MCKINNEY

**What is a
Complete
Count
Committee ?
McKinney has
one appointed
by Council!**

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.



OUR SCHOOL DISTRICT

Why it Matters – Schools



Census results help determine:

- Planning for school capacity and adding teachers
- Funds for the Head Start and Reduced-Cost School Lunch programs
- Funds for special needs programs
- Diverse Resources
- Census data drives ~ MISD funding annually



Why it Matters – Schools

- MISD officials rely on multiple resources, including Census 2020 data, to view show where new schools, roads, and other public facilities should be built.
- Teachers, students and parents will have access to use the data for education planning.
- Together, we all have opportunity to support McKinney Participation at every level. We look forward to planning outreach and response together.

Partnerships: How MISD Will help

One Week. Every Campus. Big Impact.

Census Week March 30 - April 3

- Feature slogan, “Census 2020: *Let’s Make McKinney Count!*” on the stadium screen during Census Week.
- Show the McKinney ISD Census 2020 PSA at each school during lunch periods and breakfast periods.
- Share Census 2020 Partner web button on MISD website and school websites.
- When available, allow school libraries to serve as Questionnaire Assistance Centers to help parents complete the form.
- Encourage teachers to use Statistics in the Schools materials during the week.



United States
**Census
2020**

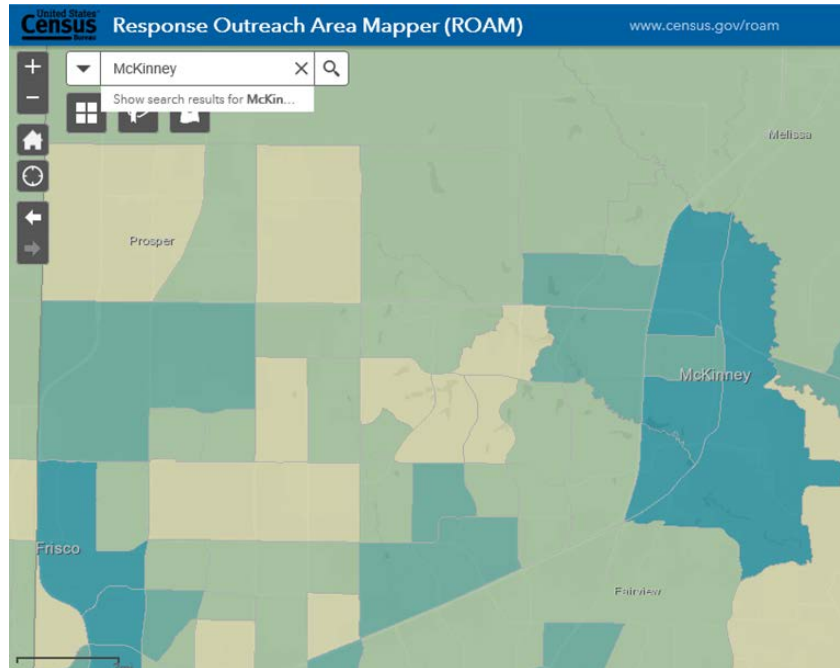
Statistics in Schools

- MISD Educators, ESL Instructors and other Education Professionals can help educate students about the value of census data and its everyday use.
- The Statistics in Schools education program provides resources for teaching and learning with real life data. Explore the site for standards-aligned, classroom-ready activities. [Statistics in the Schools Link](#)
- Resources include State facts for students and classroom resources for Math, History, English, Geography and more.



CENSUS 2020 IS HERE!
HOW CAN YOU HELP?

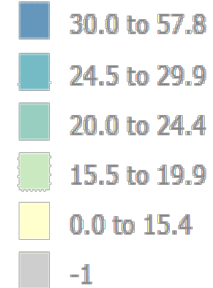
Response Outreach Area Mapper (ROAM)



McKinney, TX

Low Response Score by Census Tract

Predicted Mail Non-Response Rate (%)



<https://www.census.gov/roam>

How You Can Help

- Partner with the Census
- Post Job Recruitment
- Encourage Participation
- Highlight Census in Materials
- Distribute Information
- Provide Spaces
- Appoint a Liaison
- Target Hard to Count Populations
- Host Census Events
- Create Your Own Strategies

**I count, you count,
we all count in the
2020 Census.**

LAST WORD REMINDERS

Next Steps: Census 2020 is Here (Timeline)

Census 2020 Timeline



Personally respond to the census **online** for the first time! Mail and phone are still options

- **Mid-March 2020:** Census Bureau starts mailing letters with instructions how to complete your form
- **April 1, 2020:** Census Day
- **May - July 2020:** Census takers go door-to-door for those who did not respond online or by mail or phone

Census Day
April 1, 2020



For more information,
visit our website:

[McKinney Census 2020 website](#)

INFORMATION

HOUSING & COMMUNITY DEVELOPMENT
DEPARTMENT

972-547-7577

CITY SECRETARY'S OFFICE

972-547-7500