



TheJoyceFoundation

Equity & the Impact of a 2020 Census Undercount

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**National Governors Association:
Policy Institute for Governors' Human Services Advisors**

Counting for Dollars 2020

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

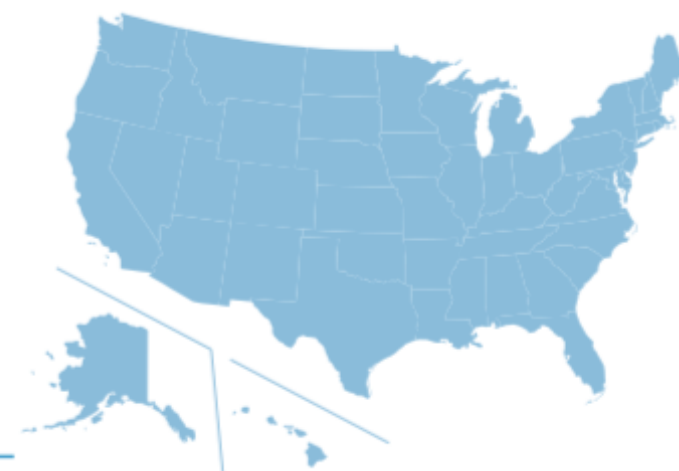
REPORT

UNITED STATES

In FY2016, 55 federal spending programs relied on data derived from the 2010 Census to distribute

\$883,094,826,042

to states, communities, and households across the nation.



Medicaid
\$361 billion

Highways
\$40 billion

Sec. 8 Vouchers
\$19 billion

Source: "Counting for Dollars 2020: The Role of the Decennial Census in the Geographic Distribution of Federal Funds," by George Washington University Institute of Public Policy (2019).

What Groups are Hard to Count?

2020 Census: Counting Everyone Once, Only Once, and in the Right Place

A Look at the Hard-to-Count Populations*

- Young children
- Highly mobile persons
- Racial and ethnic minorities
- Non-English speakers
- Low income persons
- Persons experiencing homelessness
- Undocumented immigrants
- Persons who distrust the government
- LGBTQ persons
- Persons with mental or physical disabilities
- Persons who do not live in traditional housing

*Not an Exhaustive List

TRACT ST./CO. CONGRESS STATE LEG.

Mapping Hard to Count (HTC) Communities for a Fair and Accurate 2020 Census

You can use the map to:

Prioritize hard-to-count communities for your Get Out the Count campaign

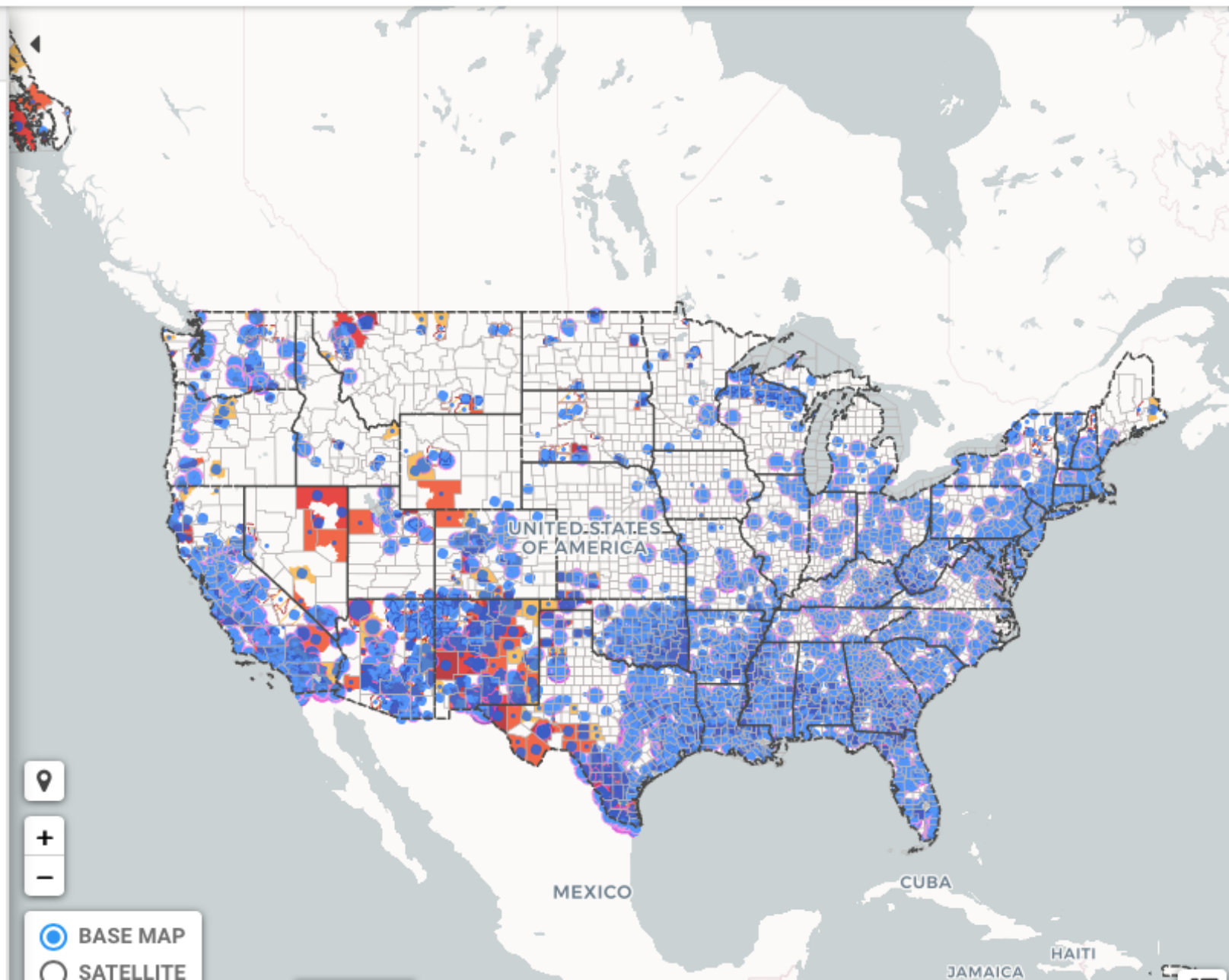
- You can zoom to any area in the country and the map will highlight the local hard-to-count tracts and provide details about how much of the area's population may be at risk of an undercount. You can also view local resources in hard-to-count areas such as public library branches.

Search by census tract, address, ZIP Code, landmark, county, state, or legislative district

- The map color-codes the hardest-to-count tracts in the country. You can click on or tap any tract (or search by address) to find out important population information, such as:
 - How many households mailed back their census questionnaire in 2010 (i.e., how much of the tract **may require more costly in-person follow up** by the Census Bureau in 2020); and
 - How much of the tract is populated by groups that are **at risk of being undercounted**, such as children under 5, households with poor internet access, recent immigrants, and more.

Enhance your educational campaign supporting an adequate Census budget

When you search for a district, the information panel



Potential Barriers

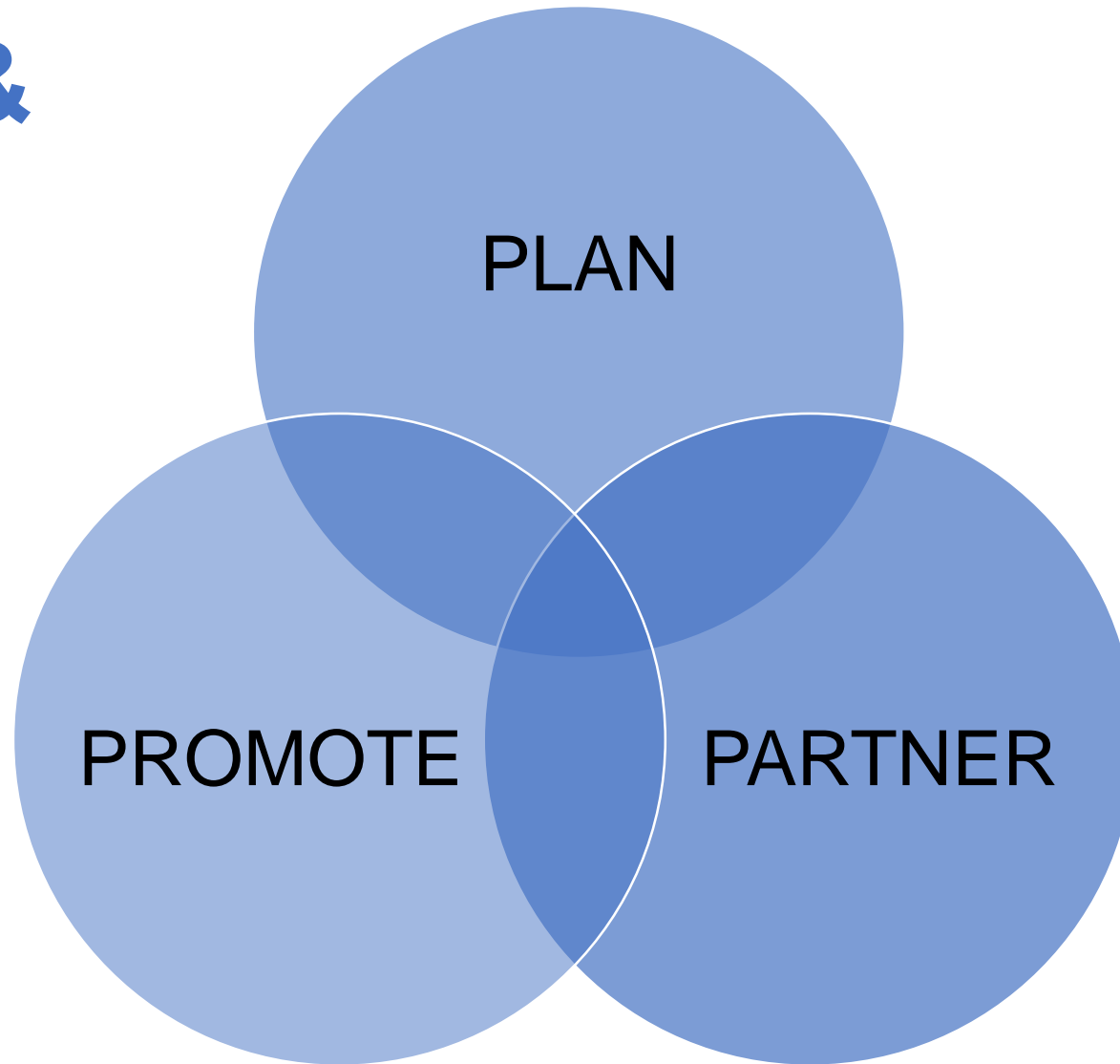
NEW! 3 Ways to Respond:
Online, By Phone, By Mail

But....

- Digital Divide
- Digital Avoidance
- Distrust in Government is high, especially in certain communities.



What YOU & Your State Can Do



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Equity & the 2020 Census: Hard-to-Count Communities have to be SEEN to be Served

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