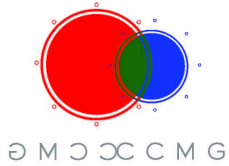


Census 2020 Louisiana



Resource Guide

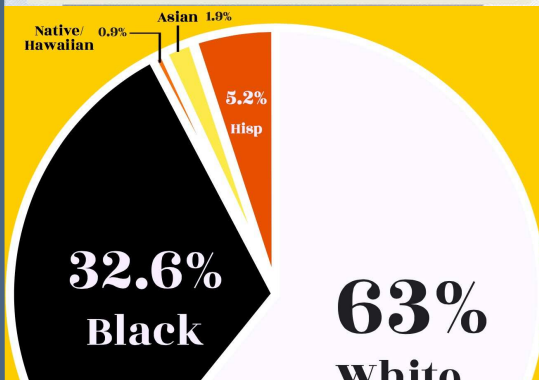
Getting Out the Count in Hard-to-Count Communities

**Leverage your right to be counted to improve
Infrastructure, Healthcare, Education, Housing
and more in Louisiana**



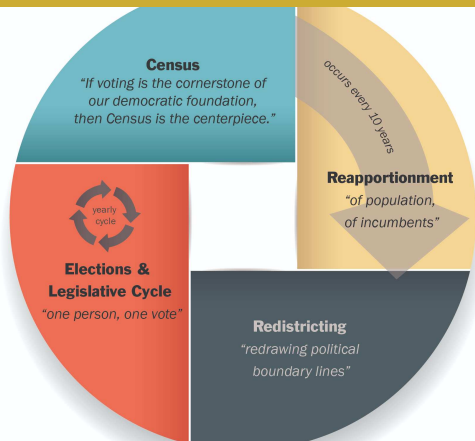
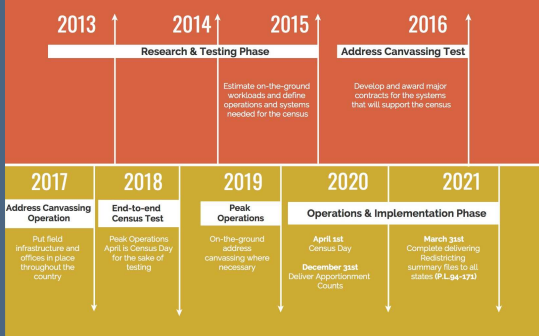
Getting Out the Count in Hard-to-Count Communities

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2020 CENSUS TIMELINE

US Census Operational Timeline



REPORT CONTENTS

HARD TO COUNT COMMUNITIES 2

2020 CENSUS TIMELINE 3

BASIC DEMOGRAPHIC INFO FOR LOUISIANA 4

CENSUS 2020 - THE NEW PROCESS 5

CENSUS & ELECTORAL ENAGEMENT 6

INFRASTRUCTURE 7

FEDERAL PROGRAMS FOR LOUISIANA 8

AVOIDING 'THE UNDER-COUNT' & CENSUS ADVOCACY 9

JOB INFO & IMPORTANT CONTACTS 10

US Constitution & The Census

The U.S. Census is a decennial enumeration mandated by Article I, Section 2 of the United States Constitution, which states: "Representatives and direct Taxes shall be apportioned among the several States. The Bureau of the Census is part of the United States Department of Commerce."

Response to the census is required by law. Here's why your response is important:

- Occurs every 10 years
- Foundation of our Representative Democracy
- Distributes billions in Federal Funds to States and Municipalities
- Informs Small Business Decisions

The census provides vital information for you and your community. It determines how many representatives each state gets in Congress and is used to redraw district boundaries.

Redistricting counts are sent to the states by March 31, 2021.

Communities rely on census statistics to plan for a variety of resident needs including new roads, schools, and disaster preparation and emergency response.

Businesses use census data to determine where to open places to shop or offer other services.

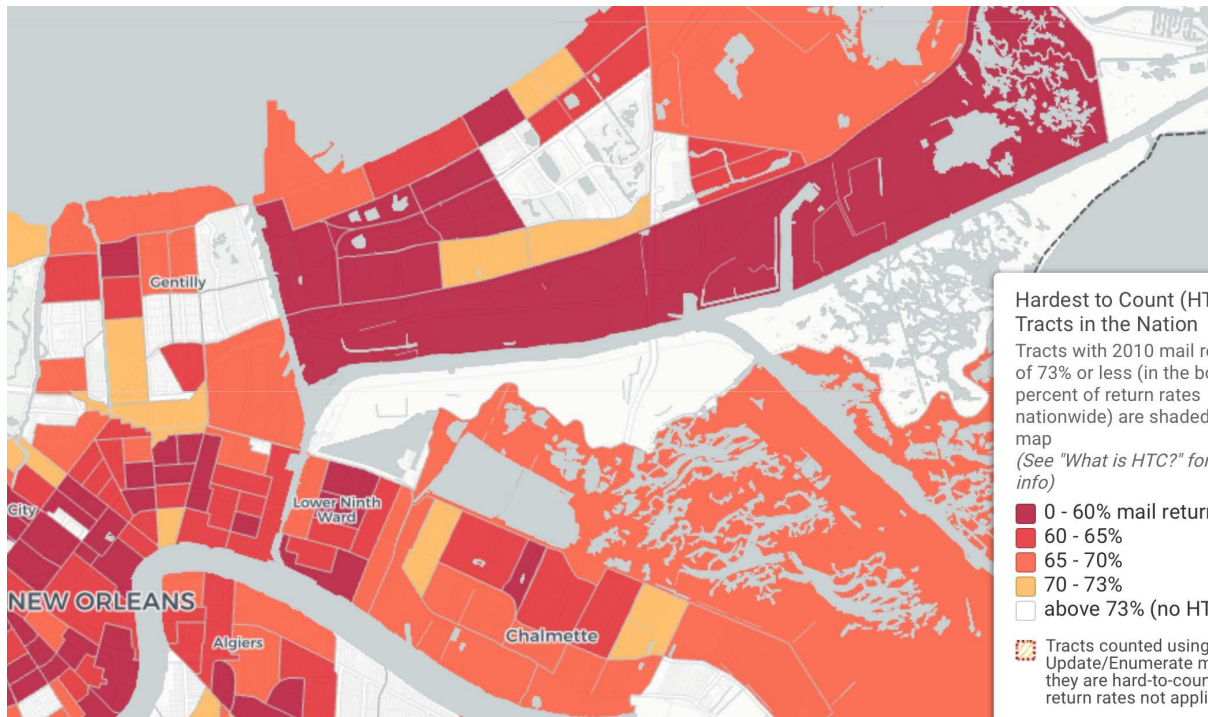


Hard to Count Communities

The census misses some population groups at far greater rates: people experiencing homelessness, immigrants, people of color, low income households, and young children, among others. One can see clear contrast in roads and infrastructure by simply driving through a 'hard to count' community and one that is not. As a simple solution to thwarting one aspect of an undercount members of HTC's must begin to not only be counted but apply for jobs as enumerators. Who can better ensure an accurate

count than people who are familiar with the neighborhood and the people.

Also, for the first time in US history community stakeholders will be able to respond to the census on-line, which will be the preferred - though not only - way to participate. The 'Digital Divide' experienced by urban and rural hard to count communities will make it harder to avoid an undercount. Congress must fully fund 2020 Census operations to support all American communities and territories equitably.



"While the overall coverage of the census was exemplary, the traditional hard-to-count groups, like renters, were counted less well," Groves said. "Because ethnic and racial minorities disproportionately live in hard-to-count circumstances, they too were undercounted relative to the majority population."

-Former Census Director Groves (2010)

2020 CENSUS TIMELINE

US Census Operational Timeline

2013

2014

2015

2016

Research & Testing Phase

Estimate on-the-ground workloads and define operations and systems needed for the census

Address Canvassing Test

Develop and award major contracts for the systems that will support the census

2017

Address Canvassing Operation

Put field infrastructure and offices in place throughout the country

2018

End-to-End Census Test

Fall, 2018
Local Census Job Applications Open

2019

Hiring & Establishing Questionnaire Assistance Centers (QACs)

On-the-ground address canvassing where necessary

2020

Peak Operations

April 1st
Census Day

December 31st
Deliver Apportionment Counts

2021

Data Publication

March 31st
Complete delivering Redistricting summary files to all states (**P.L.94-171**)

BY THE NUMBERS

Total population: **4,684,333**

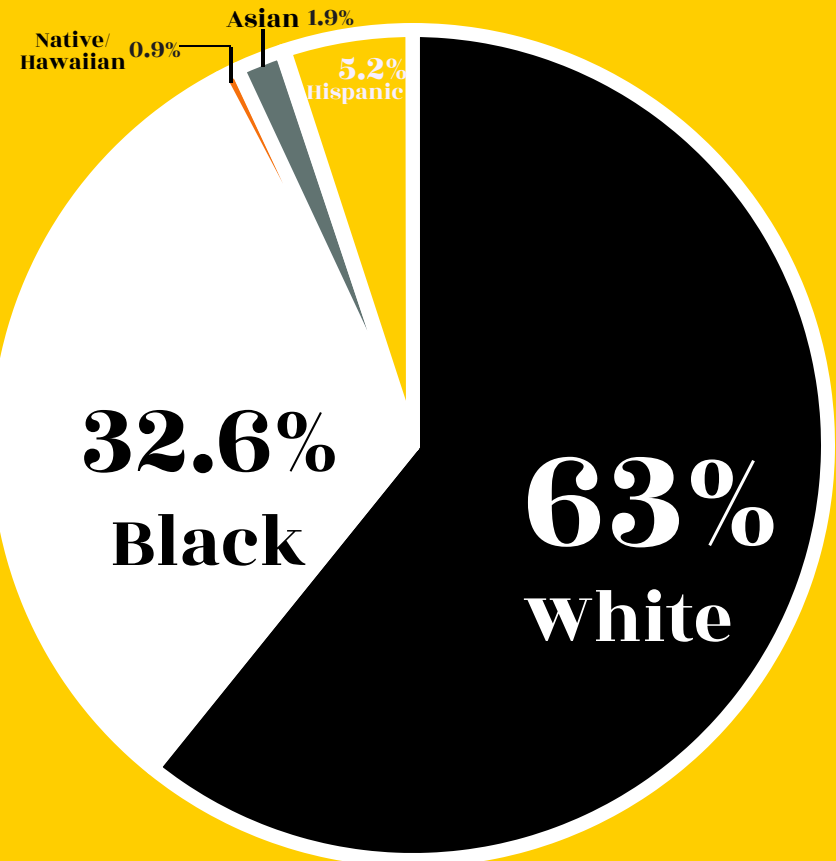
Population Increased by
150,000 since 2010

Race & Ethnicity Data ➔

Louisiana

CENSUS

2020



16 Large Federal Assistance Programs
Distribute Funds on Basis of
Decennial Census-Derived Statistics
(FY 2015)

Total Program Obligations:

\$10,137,434,348

Per Capita: **\$2,291**

THE NEW PROCESS

In 2020, the US Census Bureau will implement new technology for the first time. Community Stakeholders will be able to respond by mail, phone as well as by way of the internet.

CENSUS

2020



FACTS PEAK OPERATIONS: MID MARCH THRU EARLY MAY

- Mid March 2020: Census count starts in Remote Alaska
- Materials mailed to most homes in 3 waves over ~7 days
- People can self-respond through July



20% of homes
also get paper
form in 1st mailing.



Telephone
response option
also available to all

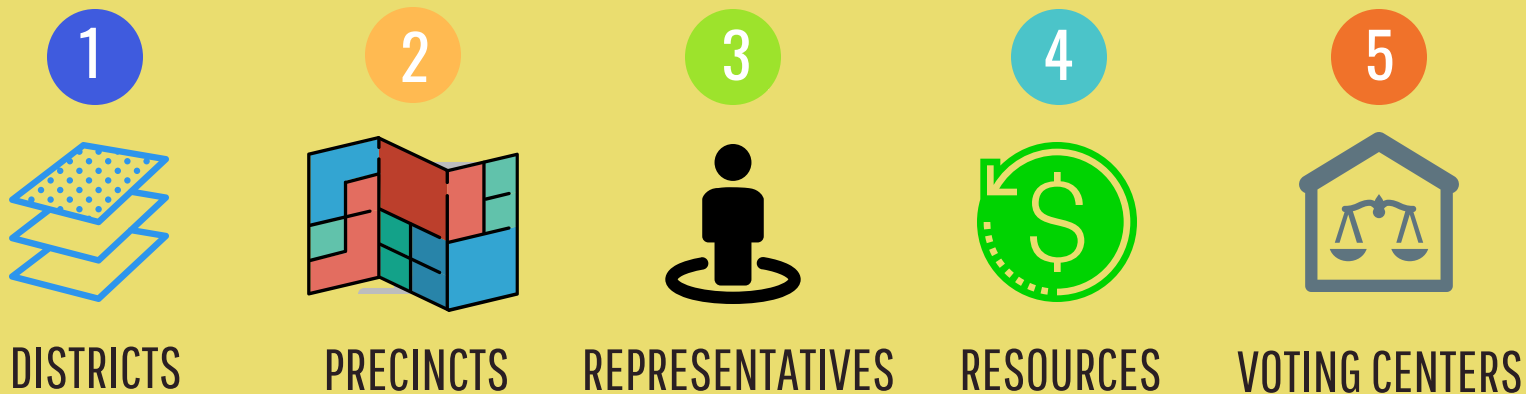


80% of homes get
letter inviting
Internet response.

Note: Residents will receive a paper form eventually if they don't respond on-line or by phone.

Census & Electoral Engagement

The rhythmic pulse of the Census count is determined by US residents' participation in the decennial Census. Our electoral system is fueled by the result of the Census. When there is an undercount we have less resources flow through districts for sure, but we also see districts shrink thus there's less diverse representation. Undercounted communities also experience a loss of precincts and polling places. Maximizing the count means increasing potential to build political power by allowing all groups within our districts the ability to vote for and elect candidates of their choice.



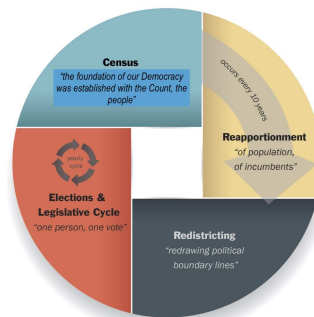
Census Count

Apportionment

Redistricting

Voting Districts

UNDERCOUNT



- Smaller Districts
- Reduced # of Precincts
- Reduced # of Representatives
- Less Resources for Elections support in State & local budgets
- Reduced support for voting centers

Infrastructure Support

Highway & Construction = \$690,967,804

The Federal government **spends** billions annually to support construction costs across the US. In 2007, **\$146 billion** was spent maintaining highways, costs that included the building and operation of new highway infrastructure. Louisiana will receive over \$600 million over the next decade to resource infrastructure projects. HTC communities can benefit greatly by participating in the count to ensure that facilities exist to support healthcare, economic development, roads, etc.

HOUSING/
SENIOR CENTERS



COMMUNITY/JOB
MUTUAL AID
CENTER(S)



HEALTH CENTERS/
CHILDCARE/
SCHOOLS



POLICE/FIRE
STATION(S)/
HIGHWAYS



PARKS/
RECREATION



GROCERY
STORE(S)



Federal Programs for Louisiana 'Community Benefits'

Healthcare = \$8,176,054,794

- Supplemental Nutrition Assistance Program (SNAP) USDA Direct Pay House-holds \$1,112,381,122
- National School Lunch Program USDA Grants States \$203,753,199
- Supplemental Nutrition Program for Women, Infants, and Children (WIC) USDA Grants States \$98,043,181

Housing = \$372,160,717

- Section 8 Housing Assistance Payments Program (Project-based) HUD Direct Pay Owners \$124,945,396
- Section 8 Housing Choice Vouchers HUD Direct Pay Owners \$202,260,000

Highway & Construction = \$690,967,804

- Highway Planning and Construction DOT Grants States \$690,967,804

Five Main Support Buckets for Distribution

Education = \$723,945,849

- Title I Grants to Local Education Agencies ED Grants LEAs \$219,606,744
- Special Education Grants (IDEA) ED Grants States \$156,245,922

Childcare = 184,302,181

- Medical Assistance Program (Medicaid) HHS Grants States \$5,943,502,554
- Medicare Part B (Supplemental Medical Insurance) – Physicians Fee Schedule Services HHS Direct Pay Providers \$873,535,730
- Head Start/Early Head Start HHS Grants Providers \$144,339,984
- Health Center Programs (Community, Migrant, Homeless, Public Housing) HHS Grants Providers \$64,724,388
- Foster Care (Title IV-E) HHS Grants States \$46,190,000
- Low Income Home Energy Assistance (LIHEAP) HHS Grants States \$44,955,324
- Child Care and Development Fund- Entitlement HHS Grants States \$40,069,000



More than \$10 billion
in census-guided federal
assistance distributed
over decade

Census Advocacy ToolKit 4 HTC's

Census Jobs

- **Census jobs** create opportunities to allow community members to count those they may be familiar with in familiar settings.

Direct Advocacy

- **Count Incarcerated Citizens** where they are from, not where they are jailed. (More: **NPR**, **PPI**, **CCMG**)
- **No Digital Divide: Fully fund** the first electronic (online) **Census**
- **Remove 'citizenship' question** from **Census form**

Reports-Briefs/Videos

- Share "culturally competent" information about the census process to educate community stakeholders
- Sample **Outreach Media**

Outreach/Events

- Host events in partnership with 2020 Census Partnership Specialists to raise awareness of benefits of census

Census Specialist Partnerships

- Apply to be a **Partnership Specialist** or Partner with the Census Bureau to gain access to materials and supplies to support events and campaigns.

ProActive Engagement Creates Better Outcomes for Hard to Count Communities

Locate Census Centers

- Document where Census Question Assistance Centers are located

Complete Count Committees

- Establish **Complete Count Committees** with community partners, local elected officials, community leaders to monitor Census activities and ensure the best count possible.

Stay Connected

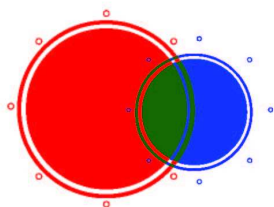
Call Center: 301-763-INFO (4636) or 800-923-8282
or ask.census.gov
@uscensusbureau

TDD: TTY users can dial 1-800-877-8339 to use the
Federal Relay Service

Atlanta Regional Office
101 Marietta Street, NW, Suite 3200 Atlanta, GA
30303-2700 (404) 730-3832 or 1-800-424-6974
Atlanta.Regional.Office@census.gov

info@the-mediagroup.us
www.the-mediagroup.us

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Θ M ∩ ∞ C M G

Produced by Trupania Bonner, Director
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Apply Online! 2020 Census Jobs

Recruiting Assistant Positions

- ✓ Excellent Pay
- ✓ Flexible Hours
- ✓ Paid Training
- ✓ Temporary Positions

Are you up for the challenge?

Recruiting Assistants

Help us get the word out about 2020 Census jobs. Call on local organizations to request assistance in providing information about jobs to the people they serve. Answer questions from the public about jobs, qualifications, and how to apply. Conduct formal and informal presentations about 2020 Census jobs.

For more information visit:

2020census.gov/jobs

1-855-JOB-2020

(1-855-562-2020)

Federal Relay Service: (800) 877-8339 TTY / ASCII
www.gsa.gov/fedrelay

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Form D-443
September 2018

