2020 Census

December 13, 2019





2020 Census – by the numbers

- April 1 Census Day 2020
- 10% estimated children under 5 missed in 2010
- \$5 B Federal funding lost due to undercounted children
- 75% Cleveland children at risk for undercount
- #2 Ranked CLE risk of undercount under 5yo
- \$18,000 Federal \$/person in Ohio from Census data
- February 22 National Campaign

This is a **HEALTH EQUITY** issue





Cleveland is "Hard to Count"

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

You can use the map to:

ST./CO.

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

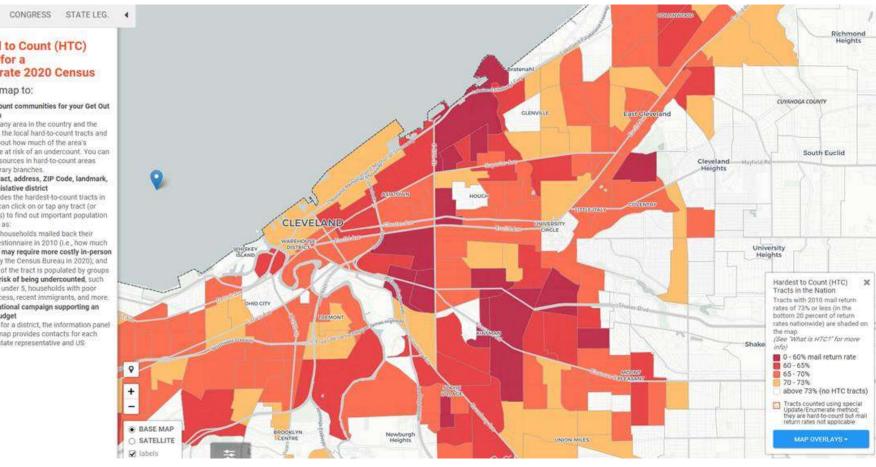
. You can zoom to any area in the country and the map will highlight the local hard-to-count tracts and provide details about how much of the area's population may be at risk of an undercount. You can also view local resources in hard-to-count areas. such as public library branches.

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.

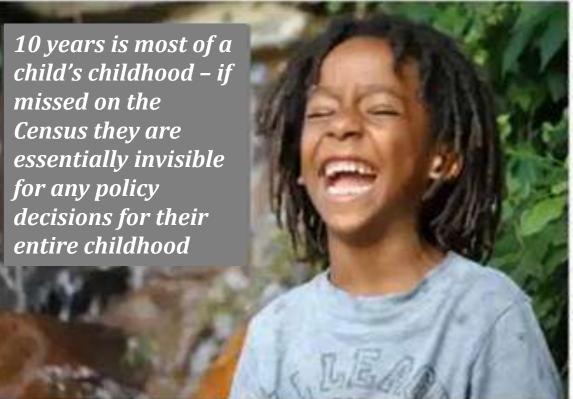
Enhance your educational campaign supporting an adequate Census budget

· When you search for a district, the information panel to the left of the map provides contacts for each congressional & state representative and US Senator.





Why are young children under 5 years so hard to count?!



Complex living arrangements Parent(s) unsure if really young children count Language/trust issues Distrust of government Unsure of personal value of completing census Online Census: Big Unknown

2020 Census – what you can do

Educate

- -Census.gov
- -Complete Count Committees
- -Census office
- -Libraries
- Advocate
 - In person, on social media
- Fill out your Census

