Corporate Engagement in the US Census

ACCP
The Corporate Citizenship Conference
March 5, 2019
Maggie Gunther Osborn
United Philanthropy Forum

- We are a membership organization of 77 philanthropy-serving organizations (PSOs), representing 7,000 foundations and other funders, who work to make philanthropy better. The Forum envisions a courageous philanthropic sector that catalyzes a just and equitable society where all can participate and prosper.

- We lead, strengthen and inform our national network of organizations that advance philanthropy's impact for the common good.

- [www.unitedphilforum.org](http://www.unitedphilforum.org)
I. Why is the Census Important?

II. Threats to an Accurate Count

III. How Business Can Help
The US Census

- The United States census is so much more than just a head count. It is a snapshot of America that determines how congressional seats are apportioned, how state and federal dollars are distributed, where businesses choose to ship products and where they build new stores. To do all that properly, the count needs to be accurate.
A count of the population every 10 years is mandated by the Constitution. Includes all residents in the U.S., regardless of age, race, location, status, etc.

The next count is in 2020 (begins in January and in full swing April 1, 2020)

The data set will be used for the next ten years (remember this as we go)
### 16 states projected to gain or lose a seat:

#### States Gaining Districts (6 or 7)
- Arizona +1 (from 9 to 10)
- Colorado +1 (from 7 to 8)
- Florida +2 (from 27 to 29)
- Montana even or +1 (from At-large to 2)
- North Carolina +1 (from 13 to 14)
- Oregon +1 (from 5 to 6)
- Texas +3 (from 36 to 39)

#### States Losing Districts (9)
- Alabama -1 (from 7 to 6)
- Illinois -1 or -2 (from 18 to 17 or 16)
- Michigan -1 (from 14 to 13)
- Minnesota -1 or even (from 8 to 7 or none)
- New York -1 (from 27 to 26)
- Ohio -1 (from 16 to 15)
- Pennsylvania -1 (from 18 to 17)
- Rhode Island -1 (from 2 to 1)
- West Virginia -1 (from 3 to 2)
- California is nearing the cusp of losing a seat as well.

*Source: Election Data Services, 2018*
Using Government Funds Effectively
Offers detailed economic and demographic data to assess potential employees, customers, products and markets:

- **Customers** (income, age, family size, location)
- **Workforce skills** (education)
- **Transportation** (commuting, cost)

**Example:** Helps retail companies identify where to locate new stores and what products to offer on their shelves.
The federal government bases a large amount of its spending decisions on census data. More than 132 government programs will use information from the census to determine how to allocate more than $900 billion, much of it for programs that serve lower-income families, including Head Start, Medicare, the Supplemental Nutrition Assistance Program, Pell grants for college and reduced-price school lunch programs. Highway spending is also apportioned according to census data.

For every person not counted it will cost the state between $1,200 - $3,000 a year!
Influencing Business Decisions

- To sell products and services, companies large and small need good information on the location of potential customers and how much money they might have to spend. The census provides the highest-quality and most consistent information on such items, and businesses have come to depend on it to make critical choices.
Due to its size, the decennial census is used to develop and test the accuracy of commercial databases, private market analysis and important demographic and economic data created by the government.

An inaccurate count will impact calculations and/or decisions about:

- The national unemployment rate
- Interest rates
- Inflation rates
- Exports
- The Consumer Price Index
- Housing sales
- Construction figures
- Entrepreneurship
A 2020 Census Flop Would Pose A Danger To U.S. Business

Scott McDonald  Contributor  Media & Entertainment
Helps to identify barriers and solutions:

- Effective K-12 education
- Workforce and skills development
- Utility assistance
- Affordable housing
- Promote diversity
- Alleviate poverty
- Improve access to healthcare
I. Why is the Census Important?

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Hurdles to a Complete Count in 2020

For the first time, the US Census Bureau will offer an online census form, to reduce costs. Despite the opportunities this presents, several hurdles threaten the accuracy of the next decennial count including adequate federal funding and the ability to reach traditionally hard-to-count communities including young children, rural households and minority communities.
Congress underfunded census planning between 2012 and 2017

Need adequate funding in the FY19 and FY20 budgets

The Census Bureau has been forced to scale back rural and tribal tests, which help identify and solve problems.

Fewer regional (8-3) and field offices (about 50% fewer)

Bureau is also facing delays or challenges, labeled “High Risk”:
  — Implementing proper security to protect data
  — Hiring local and regional staff due to low unemployment
Hard to Count Populations

- Minority Communities
  - Language barriers
  - Distrust of government

- Young Children
  - Those most likely not to be counted include kids of color, immigrants, low-wage families
  - Some parents may need to be reminded to include on forms.
  - 25% live in hard to count areas
Hard to count populations

- Rural Communities
  - Lack of access to internet
  - Migrant employment

- Young and mobile

- Households with unreliable internet access or low internet use

- Low-income households (frequent movers)
Citizenship Question

- The Commerce Department’s decision to restore a citizenship question to the census beginning in 2020 is prompting concerns about curtailing participation and possibly undercounting people living in the United States, particularly immigrants and minority groups who are expressing discomfort with answering questions from census workers.
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Start Now!
- **Strategic Early Education Phase (Jan. 19 - Dec 19):**
  - Build partnerships, educate leaders

- **Awareness Phase (January 2020 – February 2020):**
  - Begin educating the general public about the importance of the census and how they can complete their forms
  - Alaska and activities in remote locations may begin in this time frame

- **Motivation Phase (March 2020 – April 2020):**
  - Residents receive information in the mail and can complete their questionnaire
  - **Key period when business can help**
Reminder Phase (May 2020 – July 2020):
  - This is where costs begin to rise as reminders and even a census worker may be sent to non-responders.


Data Dissemination Phase (starting in Jan. 2021):
  - Final population totals and reapportionment of Congressional seats to President in Dec.
  - More detailed data after that.
Post an message and link on company website or social media to the US Census Bureau website.

Post a message in an App

Kiosks for customers or employees to complete the questionnaire
✓ Encourage staff to volunteer to promote the census at parades, festivals, local events

✓ Provide fiscal support to local efforts
- Coffee cup sleeves
- Grocery store bags
- Inserts in customer mailings
- Promotional materials in stores

- **2010 Example:** Walmart put messages on televisions
- **2010 Example:** Target printed a census message on a store circular
- **2010 Example:** Georgia Power put flyers in utility bills
Nickelodeon lent Dora the Explorer to PSAs, flyers, and social media.

Telemundo wove the census into a popular telenovela "Más Sabe El Diablo."
Information in break rooms
Newsletters
Company intranet
Messages with paychecks
Provide time, space or equipment (tablets, computers) to complete the form.
Mapping Hard to Count (HTC) Communities

Use this interactive map to search by state, county, Congressional district, or state legislative district; enhance your educational campaign supporting an adequate Census budget; and zoom in on any tract in the nation to see its hard-to-count profile.

https://censuscounts.org/
Business Leaders Can Help

ReadyNation has built two free, virtual, bipartisan networks to provide business people with strategic opportunities (e.g. business sign-on letters, op-eds, engaging legislators) to lend their voice in support of adequate funding for the census, and later, if members wish, to encourage residents to participate in the 2020 Census.

- The National Business Leader Task Force for an Accurate Census is a select group of senior executives supporting a complete count in 2020.

- The National Business Network for an Accurate Census is a free, private listserv for all business people. There are no obligations, and members choose their level of participation.
Join ReadyNation’s Business for an Accurate Census listserv (free, private, no obligations)

StrongNation.org/ReadyNation

Partner with others in the philanthropic community

Join the Census Bureau National Partnership

Local Complete Count Committees

Support your current partners and grantees through support for education and outreach!
Resources to Get Involved and Take Action!
*Census 2020 Needs Your Company’s Help*

- The Leadership Conference - [https://censuscounts.org](https://censuscounts.org)
- Funders Committee for Civic Participation - [https://funderscommittee.org/working-group/4/](https://funderscommittee.org/working-group/4/)
- Ready Nation - [www.strongnation.org/readynation](http://www.strongnation.org/readynation)
Thank you for your interest in Census 2020

*Everyone Counts!*

- Maggie Gunther Osborn
  
  maggie@unitedphilforum.org
  
  www.unitedphilforum.org