

# 2020 Census Virginia Local Government Management Association

*Kevin Krigsvold*  
*Partnership Specialists*

June 20, 2019



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
[census.gov](https://www.census.gov)

# 2020 Census

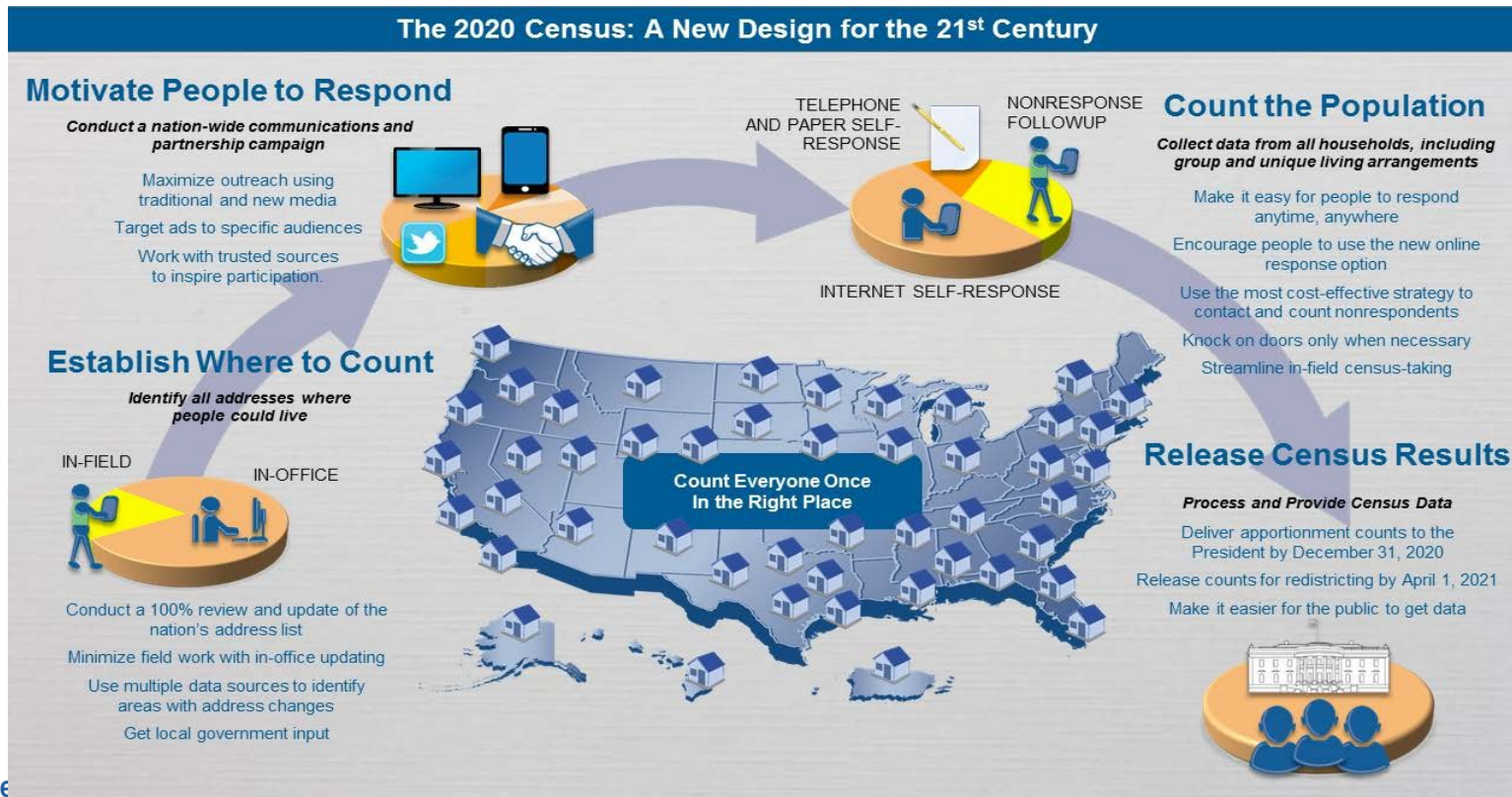
- ✓ U.S. Constitutional Mandate, Article 1, Section 2
- ✓ Apportion seats in the U.S. House of Representatives
- ✓ Conduct redistricting at the federal, state, and local levels
- ✓ Distribute over \$675 billion federal dollars to state and local governments
- ✓ Provide statistical support for grant applications
- ✓ Help community plan for future needs

# 2020 Census Goals- 50 Ways Census Data Are Used

- Decision making at all levels of government.
- Drawing federal, state, and local legislative districts .
- Attracting new businesses to state and local areas.
- Distributing over \$675 billion in federal funds and even more in state funds .
- Forecasting future transportation needs for all segments of the population.
- Planning for hospitals, nursing homes, clinics, and the location of other health services.
- Forecasting future housing needs for all segments of the population.
- Directing funds for services for people in poverty.
- Designing public safety strategies.
- Development of rural areas.
- Analyzing local trends.
- Estimating the number of people displaced by natural disasters.
- Developing assistance programs for American Indians and Alaska Natives.
- Creating maps to speed emergency services to households in need of assistance.
- Delivering goods and services to local markets.
- Designing facilities for people with disabilities, the elderly, or children .
- Planning future government services.
- Planning investments and evaluating financial risk.
- Publishing economic and statistical reports about the United States and its people.
- Facilitating scientific research.
- Developing "intelligent" maps for government and business.
- Providing proof of age, relationship, or residence certificates provided by the Census Bureau.
- Distributing medical research.
- Reapportioning seats in the House of Representatives.
- Planning and researching for media as backup for news stories.
- Providing evidence in litigation involving land use , voting rights, and equal opportunity.
- Drawing school district boundaries.
- Planning budgets for government at all levels .
- Spotting trends in the economic well - being of the nation .
- Planning for public transportation services.
- Planning health and educational services for people with disabilities.
- Establishing fair market rents and enforcing fair lending practices.
- Directing services to children and adults with limited English language proficiency.
- Planning urban land use.
- Planning outreach strategies.
- Understanding labor supply .
- Assessing the potential for spread of communicable diseases.
- Analyzing military potential.
- Making business decisions.
- Understanding consumer needs.
- Planning for congregations.
- Locating factory sites and distribution centers.
- Distributing catalogs and developing direct mail pieces.
- Setting a standard for creating both public and private sector surveys.
- Evaluating programs in different geographic areas.
- Providing genealogical research.
- Planning for school projects.
- Developing adult education programs.

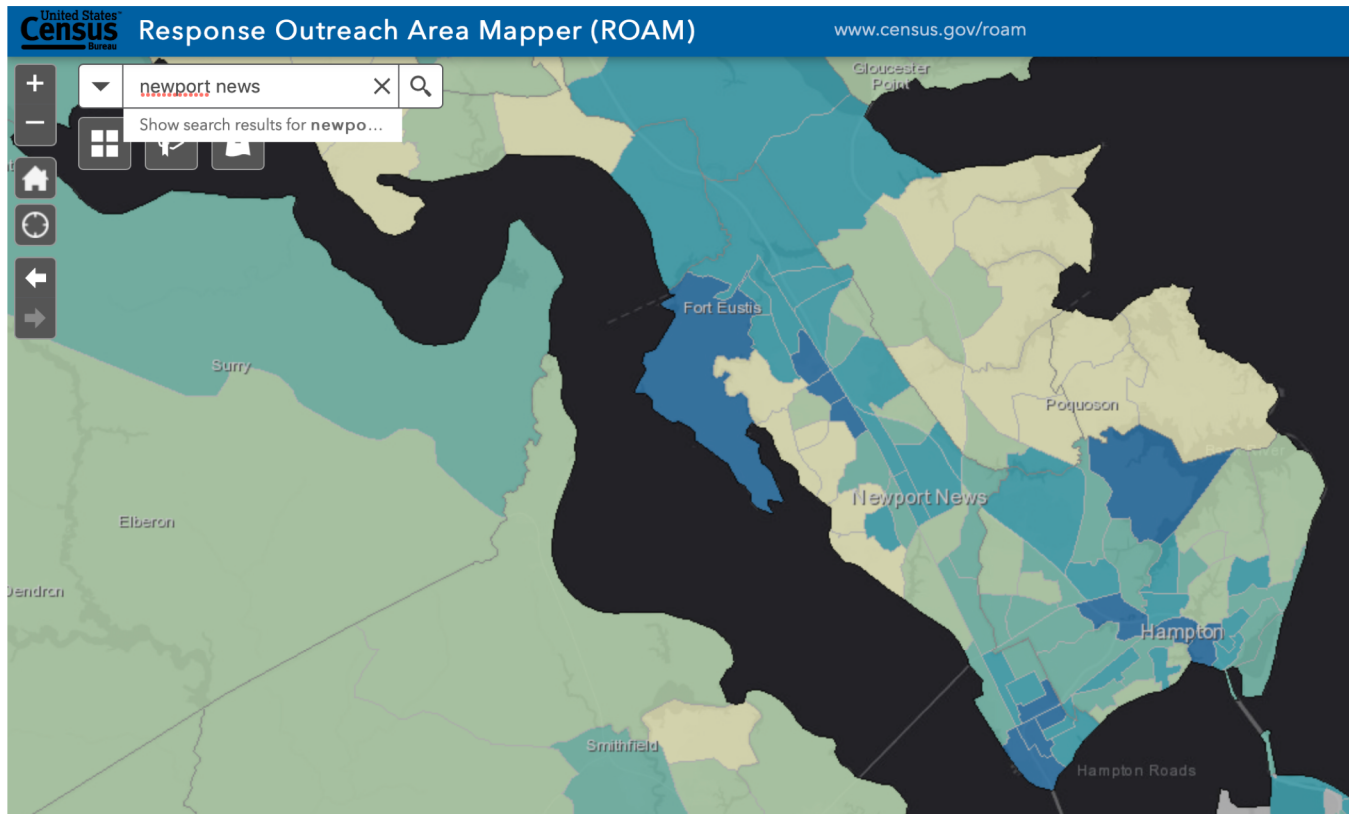
# The 2020 Census

## A New Design for the 21<sup>st</sup> Century





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



**Census Tract 301  
Newport News city, Virginia**

**Low Response Score (%): 38.0**

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**2012-2016 ACS 5-year estimates**

Total Population: 4,249  
Median Household Income (\$): 22,862  
Population Under 5 (%): 10.59  
Population 18-24 (%): 26.55  
Population 65 and Over (%): 4.80  
Below Poverty Level (%): 55.70  
Not High School Graduate (%): 22.43  
Non-Hispanic, Black (%): 59.78  
Non-Hispanic, White (%): 20.95  
Hispanic (%): 11.79  
American Indian or Alaska Native (%): 0.80  
Asian (%): 0.33  
Native Hawaiian or Other Pacific Islander (%): 0.33  
Some Other Race (%): 0.00  
Foreign Born (%): 1.77  
No One in Household Age 14+ Speaks English "Very Well" (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 0.16  
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00  
Total Housing Units: 1,719  
Total Occupied Housing Units: 1,385  
Renter Occupied Housing Units (%): 96.75  
Family Occupied Housing Units with Related Children Under 6 (%): 48.74  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 38.35  
Vacant Housing Units (%): 19.43  
Multi-Unit (10+) Housing (%): 44.10



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**Census Tract 308**  
**Newport News city, Virginia**

**Low Response Score (%): 31.9**

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2012-2016 ACS 5-year estimates

Total Population: 1,738  
Median Household Income (\$): 30,495  
Population Under 5 (%): 3.34  
Population 18-24 (%): 11.51  
Population 65 and Over (%): 12.83  
Below Poverty Level (%): 40.22  
Not High School Graduate (%): 22.64  
Non-Hispanic, Black (%): 95.22  
Non-Hispanic, White (%): 0.58  
Hispanic (%): 1.32  
American Indian or Alaska Native (%): 0.00  
Asian (%): 0.52  
Native Hawaiian or Other Pacific Islander (%): 0.00  
Some Other Race (%): 0.00  
Foreign Born (%): 1.96  
No One in Household Age 14+ Speaks English "Very Well" (%): 0.47  
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 2.56  
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.54  
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.18  
Total Housing Units: 971  
Total Occupied Housing Units: 639  
Renter Occupied Housing Units (%): 59.47  
Family Occupied Housing Units with Related Children Under 6 (%): 8.94  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 13.87  
Vacant Housing Units (%): 34.19  
Multi-Unit (10+) Housing (%): 3.50

[Zoom to](#)



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# Confidentiality & Privacy

- It is important that individuals know their responses to the census have legal protections. The law requires the Census Bureau to keep private citizens' information confidential and use their responses only to produce statistics. The Census Bureau cannot publicly release an individual's responses in any way that could identify them, their business, organization, or institution.
- All information collected by the Census Bureau under the authority of Sec. 9, Title 13 of the U.S. Code (13 U.S.C. 9) is strictly confidential. The same law that requires individuals to respond to the census also guarantees the confidentiality of respondents.

# Confidentiality & Privacy (Continued)

- By law the Census Bureau cannot share individual responses with anyone. That includes the Federal Bureau of Investigation, the Central Intelligence Agency, the Internal Revenue Service, state or federal welfare departments, or governments and programs.
- Census workers must pass a security check. They are sworn to uphold a pledge of confidentiality. The penalty for violating the confidentiality of responses is up to a \$250,000 fine and up to a 5-year prison term.
- No court of law can have access to individual census responses. Not even the President of the United States can get access to this information.

## Complete Count Committee (CCC)

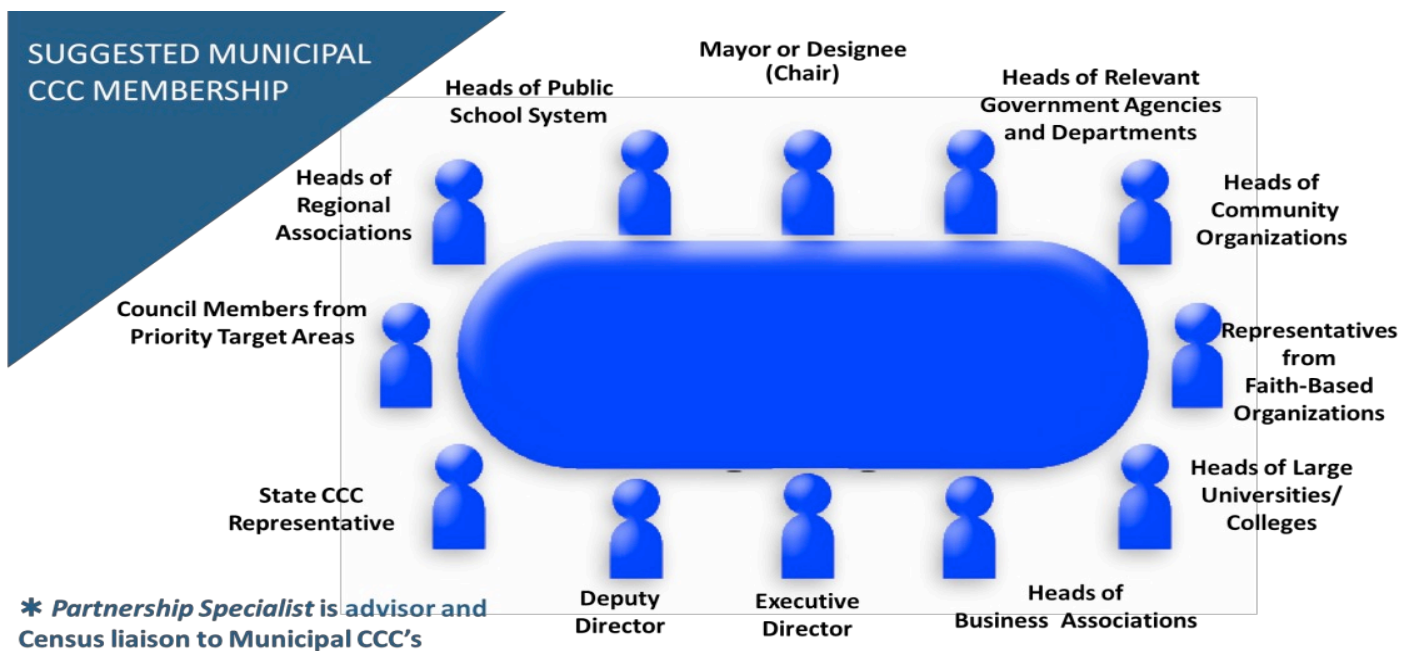
- The Census Bureau has asked governments/organizations to set up a CCC if feasible. Establishing a CCC which represents a broad range of community interests, will play a major role in conducting census outreach and promotion activities for its community and it's members.

## Why Form A Complete Count Committee?

- Increase the response rate for residents returning their questionnaire through a focused, neighbor-to neighbor program.
- Utilize the local knowledge, expertise, and influence of each Complete Count Committee member to design and implement a census awareness campaign targeted to the community.
- Bring together a cross section of community members whose focus is 2020 Census awareness.



# Sample Complete Count Committee



UNITED STATES DEPARTMENT OF COMMERCE  
 Economics and Statistics Administration  
 U.S. Census Bureau  
 Washington, DC 20233-0001

Economics and Statistics Administration  
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# CCC SUBCOMMITTEE TYPES

|   |  |                       |   |                        |  |
|---|--|-----------------------|---|------------------------|--|
| <b>BUSINESS</b>                             | <ul style="list-style-type: none"> <li>Involving a community's business sector creates a unifying element that touches every household within the community.</li> </ul>                              | <b>EX-OFFENDER</b>    | <ul style="list-style-type: none"> <li>The ex-offender population is sizeable and is often disenfranchised from the community and hard to track.</li> </ul>   | <b>LIBRARY</b>         | <ul style="list-style-type: none"> <li>Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.</li> </ul>  |
| <b>COMMUNICATIONS, MEDIA AND TECHNOLOGY</b> | <ul style="list-style-type: none"> <li>Assists community organizations in utilizing census toolkit materials and enables them to innovate.</li> </ul>  | <b>FAITH-BASED</b>    | <ul style="list-style-type: none"> <li>Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.</li> </ul>                        | <b>RECRUITING</b>      | <ul style="list-style-type: none"> <li>Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.</li> </ul>   |
| <b>COMMUNITY ORGANIZATIONS</b>              | <ul style="list-style-type: none"> <li>Community organizations provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.</li> </ul>                       | <b>GOVERNMENT</b>     | <ul style="list-style-type: none"> <li>Leveraging the ability of local government to provide knowledge of the population, organizations, and institutions is essential to an accurate count.</li> </ul> | <b>SENIOR CITIZEN</b>  | <ul style="list-style-type: none"> <li>Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.</li> </ul>  |
| <b>DATA AND MAPS</b>                        | <ul style="list-style-type: none"> <li>Understanding where hard-to-survey areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.</li> </ul> | <b>GROUP QUARTERS</b> | <ul style="list-style-type: none"> <li>Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.</li> </ul>            | <b>SPECIAL HOUSING</b> | <ul style="list-style-type: none"> <li>The rental population will exceed a third of the entire U.S. population by 2020. No matter the housing type, access is vital for an accurate count.</li> </ul>  |
| <b>EDUCATION (PRESCHOOL - GRADE 12)</b>     | <ul style="list-style-type: none"> <li>Reaches U.S. households through schools and helps create a generation of future self-responders.</li> </ul>   | <b>HOMELESS</b>       | <ul style="list-style-type: none"> <li>In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.</li> </ul>           | <b>VETERANS</b>        | <ul style="list-style-type: none"> <li>Over 22 million veterans living in the United States present a sizeable population distributed throughout the 50 states. Former military personnel can provide leadership and excellent recruiting assistance.</li> </ul> |
| <b>EDUCATION (POST SECONDARY)</b>           | <ul style="list-style-type: none"> <li>Works with university housing to obtain administrative records for group quarters; educates off-campus students to participate accurately.</li> </ul>         | <b>IMMIGRANT</b>      | <ul style="list-style-type: none"> <li>One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.</li> </ul>                     | <b>PHILANTHROPIC</b>   |  |

# OUTREACH AND PROMOTION

- The primary goal for outreach and promotion is to develop community support and increase participation in the 2020 Census and increase self-response. Implementation of outreach activities will vary from one community to another.
- Each community or organization needs to consider relevant factors in the design of its census outreach and promotion initiatives

## **2020 Census Timeline**

### **Fall 2018**

Recruitment begins for early census operations.

### **Fall 2019**

Recruitment begins for peak operations in 2020.

### **August – October 2019**

In-field address canvassing where needed.

### **March – July 2020**

Internet Self-Response.

### **March – July 2020**

In-person or follow-up interviews.

### **March – September 2020**

Census Questionnaire Assistance via telephone.

### **April 1, 2020**

Census Day – Respondents will be able to respond via internet, telephone or paper questionnaire.

### **December 2020**

U.S. Census Bureau delivers population counts to President for apportionment.

### **March 2021**

U.S. Census Bureau delivers redistricting data to states.

# 2018 ACO Pay Rates

(pay ranges for the D.C., Maryland, Virginia area)

| Position                            | Pay Rate (subject to change) |                   |                   | Staffing Timeline<br>(Peak Operations) |
|-------------------------------------|------------------------------|-------------------|-------------------|--|
|                                     | D.C.                         | Maryland          | Virginia          |  |
| <i>Area Census Office Manager</i>   | \$40.00 - \$43.00            | \$31.00 - \$38.00 | \$25.00 - \$43.00 | <i>June 2019</i>                       |
| <i>Census Field Manager</i>         | \$30.00 - \$32.00            | \$23.00 - \$28.00 | \$19.00 - \$32.00 | <i>June 2019</i>                       |
| <i>Administration Manager</i>       | \$30.00 - \$32.00            | \$23.00 - \$28.00 | \$19.00 - \$32.00 | <i>June 2019</i>                       |
| <i>IT Manager</i>                   | \$30.00 - \$32.00            | \$23.00 - \$28.00 | \$19.00 - \$32.00 | <i>June 2019</i>                       |
| <i>Recruiting Manager</i>           | \$30.00 - \$32.00            | \$23.00 - \$28.00 | \$19.00 - \$32.00 | <i>June 2019</i>                       |
| <i>Recruiting Assistants</i>        | \$25.00 - \$28.00            | \$20.00 - \$24.00 | \$16.00 - \$28.00 | <i>August 2019</i>                     |
| <i>Census Field Supervisor</i>      | \$25.00 - \$28.00            | \$18.00 - \$24.00 | \$15.00 - \$28.00 | <i>February 2020</i>                   |
| <i>Office Operations Supervisor</i> | \$25.00 - \$26.00            | \$19.00 - \$23.00 | \$15.00 - \$26.00 | <i>July 2019</i>                       |
| <i>Enumerator</i>                   | \$21.00 - \$23.0             | \$15.00 - \$20.00 | \$13.00 - \$23.00 | <i>March 2020</i>                      |
| <i>Clerk</i>                        | \$18.00 - \$20.00            | \$15.00 - \$18.00 | \$12.00 - \$20.00 | <i>September 2019</i>                  |

# Questions 2020 Census?

## Contact us:

Kevin Krigsvold– 1-757-985-7976

[kevin.k.krigsvold@2020census.gov](mailto:kevin.k.krigsvold@2020census.gov)

Philadelphia Regional Census Center- 1-844-507-2020

Recruiting Phone – 1-888-480-1639 ( USA JOBS) and 1-855-562-2020 (ACO)

Email us at - [Philadelphia.rcc.partnership@2020census.gov](mailto:Philadelphia.rcc.partnership@2020census.gov)



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- More information on the 2020 Census Memorandum Series:  
<http://www.census.gov/programs-surveys/decennial-census/2020-census/planning-management/memo-series.html>



- More information on the 2020 Census:  
<http://www.census.gov/2020Census>



- More information on the American Community Survey:  
<http://www.census.gov/programs-surveys/acs/>



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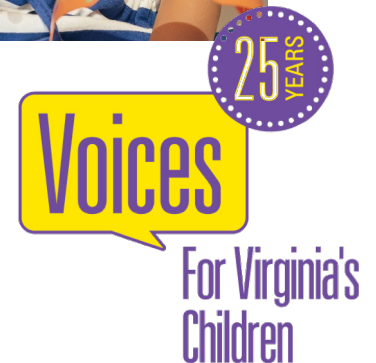
# Counting Young Children in the 2020 Census

Margaret Nimmo Holland

June 20, 2019

Virginia Local Government Management Association

Virginia Beach, VA



# Voices for Virginia's Children

- We champion public policies that improve the lives of VA's children, especially in areas of:
  - Early care and education
  - Family economic security
  - Foster care and adoption
  - Health and well-being
  - Mental health
  - Childhood Trauma
- Privately funded, nonprofit, nonpartisan

# KIDS COUNT Data

- KIDS COUNT Data Center tracks more than 40 indicators of child well-being by locality
- 150+ more at the state level
- Partnership with Annie E. Casey Foundation
- Trends, charts, maps, comparisons



Voices

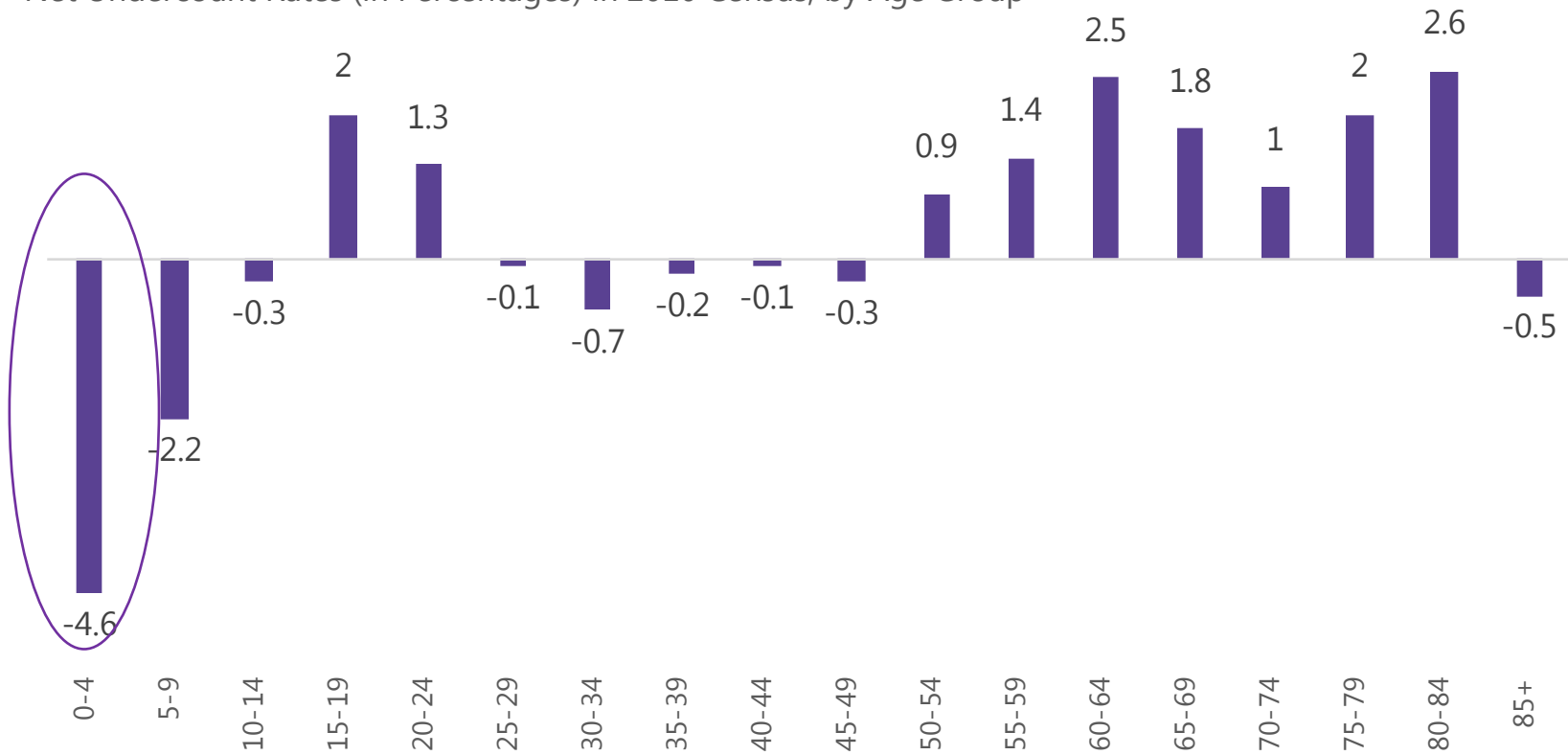
For Virginia's  
Children

## Key Points

- Young children are missed in the Census at a very high rate
- Young children are missed primarily because they are not included on Census questionnaires that are returned
- Many federal funding formulas that bring money into local government are driven by Census figures
- There are opportunities for local government to get involved in improving the count of young children in the 2020 Census

# Young children had a higher net undercount (by far) than any other age group in the 2010 Census

Net Undercount Rates (in Percentages) in 2010 Census, by Age Group



Undercount= 2010 Census Count – 2012 Demographic Analysis (DA) Estimate  
Source: U.S. Census Bureau, May 2012 Demographic Analysis (DA) release

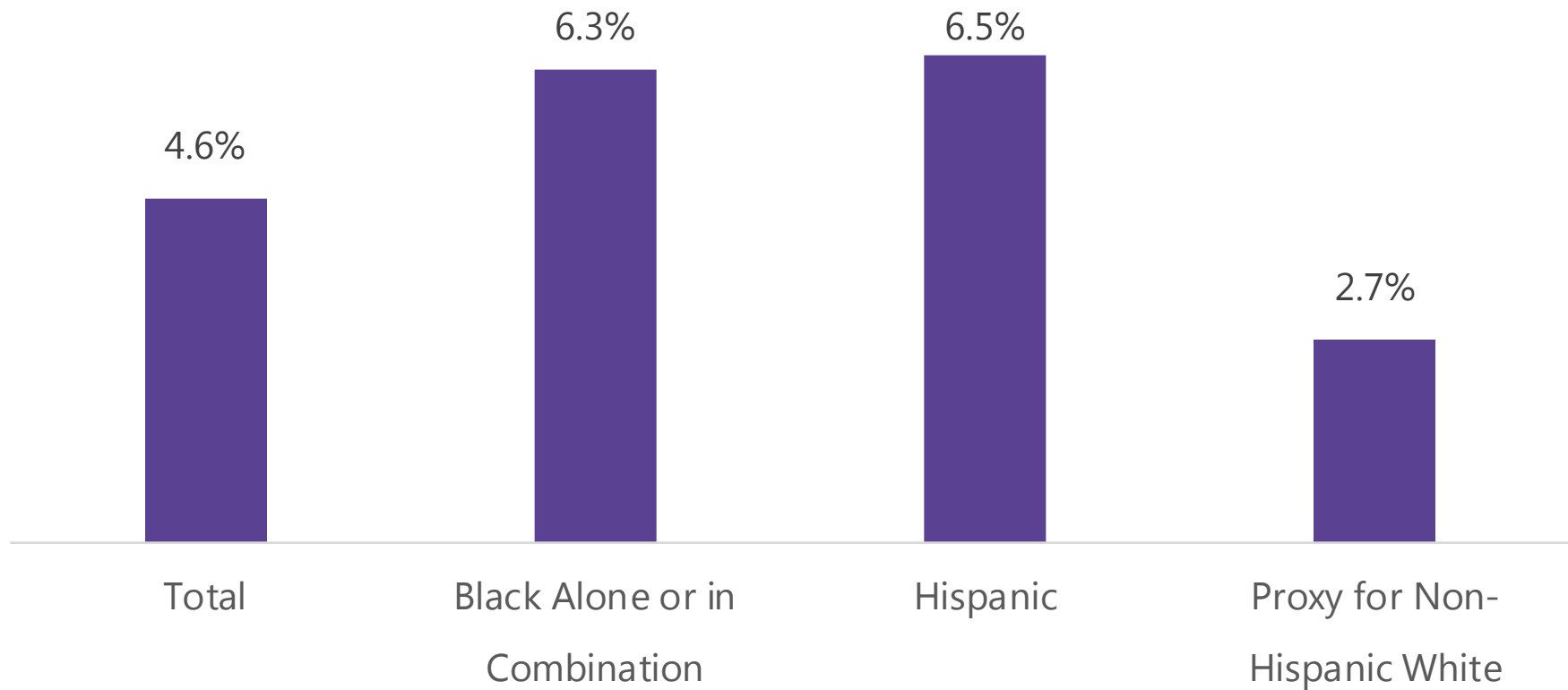
# Young children had a higher net undercount rate than other major demographic groups in 2010 Census

Net Undercount Rate



\*Race Alone or in Combination

# Young Black and Hispanic children have higher net undercounts in the 2010 Census



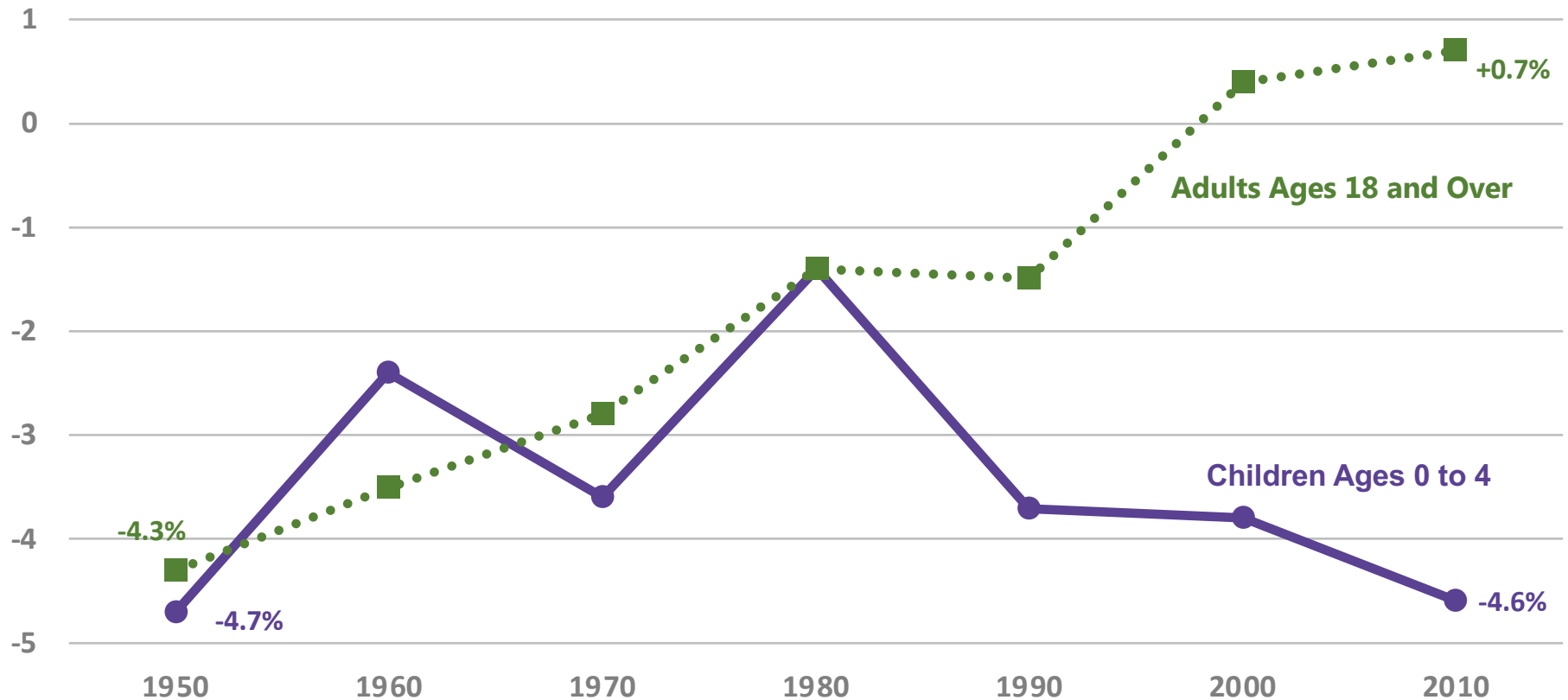
\* Updated from original estimate

Source: O'Hare 2015, Table 3.2



# The net undercount of young children is getting worse while the coverage of adults has improved

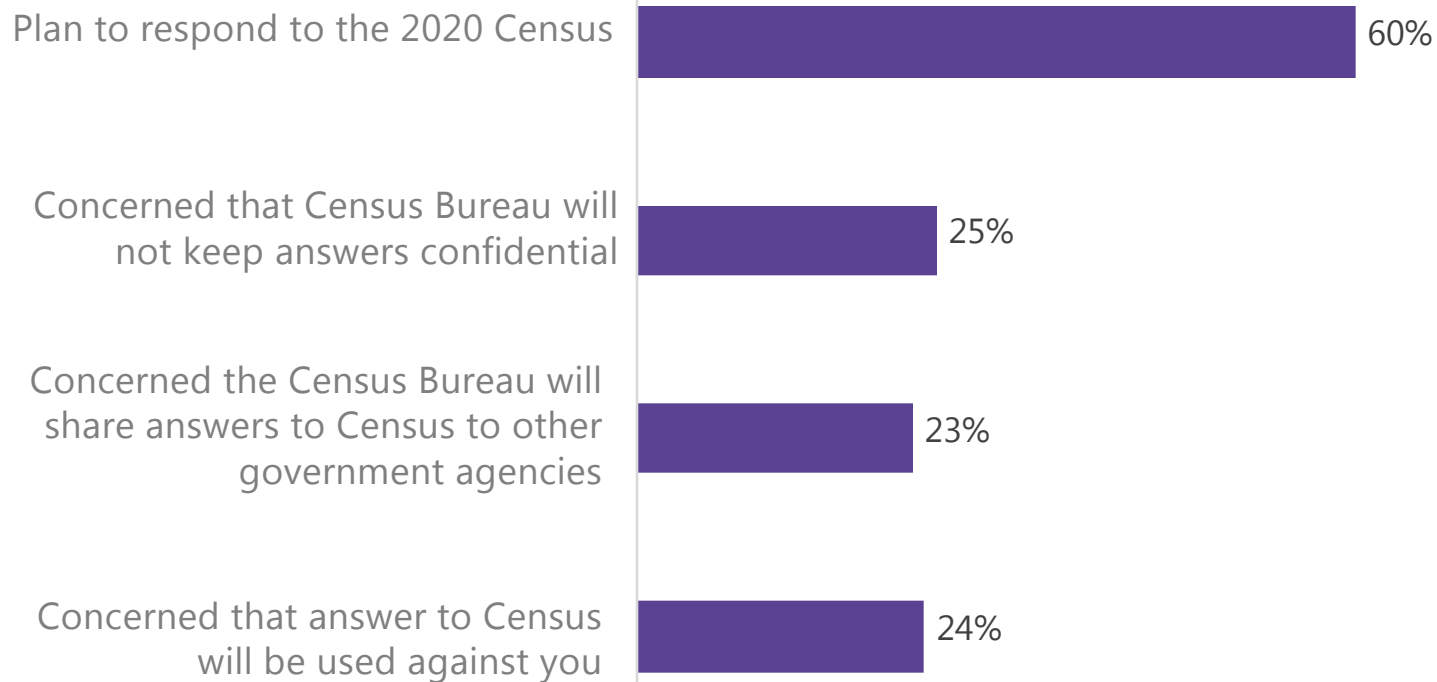
Net Undercount Rates (in %) of Young Children and Adults in the Census: 1950-2010



Source: O'Hare (2015), Chapter 4

# Public perception: concern about the Census

Percent of Respondents with young children who are EXTREMELY or VERY CONCERNED



Source: U.S. Census Bureau Census Barriers, Attitudes and Motivators Study 2018

# 2 main reasons young children are missed

## Confusion

- Don't know that person was supposed to be included in the Census (NALEO survey results 15% did not know young children were supposed to be included)
- Who is in my family? Young child not thought of as part of respondent's family.

## Fear

- Young children living in housing units where they are not supposed to be
  - Too many people in unit when child is included
  - Child too young to be living in age-restricted housing unit
- 2 million people age 0-4 live with an unauthorized immigrant
- 5 million people age 0-4 live with one or more non-citizens

# Characteristics of young children likely to be missed

- Racial or ethnic minorities
- Those not captured in the self-response portion of the Census
- Those living in complex households
  - Grandchild living with grandparent or other relative
  - Cohabiting households
  - 2+ nuclear families
- Those not biological or adopted child of the householder
  - Stepchild
  - Grandchild
  - Niece/nephew
  - Child in foster care

# What's at stake for Virginia's residents?

- In FY2016, Virginia received almost **\$18 billion through 55 federal spending programs** guided by data derived from the 2010 Census
- Almost **\$3.5 billion of that was in 19 programs that help children**, such as Medicaid and SCHIP, special education, WIC, TANF, and section 8 housing
- A little over **\$1 billion of that went directly into 6 rural assistance programs**

Source: GW Institute of Public Policy, Counting for Dollars 2020, Andrew Reamer, Research Professor, <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

# What can be done to prevent the undercount?

- What the Census Bureau is doing
- What local government can do
- What Voices for Virginia's Children is doing

# What is the Census Bureau doing?

- **New outreach strategy**
- **Enhanced training**
- **Language translations**
- **Revised wording**
- **Creating messaging with national and local partners**
- **Internal Census Bureau Taskforce**
- **Reports and research on the undercount of young children**
- **Direct mail campaigns**



# What can local governments do?

- **Form Complete Count Committee with representation from families of young children:**
  - Libraries
  - Child care providers/preschool/Head Start
  - Health care (hospitals, pediatricians, free clinics)
  - Faith communities
  - Multi-family housing
  - Major community, ethnic groups

# What can local governments do?

- **Complete Count Committee resources:**
  - **Virginia Complete Count Commission:**  
<https://www.commonwealth.virginia.gov/advisory-boards/virginia-complete-count-commission/>
  - **Where they exist already, contact info, toolkit to get started**

# What can local governments do?

- **Use your government communication channels:**
  - Utility bills
  - Post information in municipal buildings
  - Include logo/messaging on newsletters, social media sites, websites, etc.
- **Author an op-ed in a local newspaper**
- **Local radio, including multiple languages**
- **Ask your elected officials to encourage households to complete the census**

# Hard To Count Map (HTC)

HTC 2020

What is "HTC"?

Share map

Print

MORE INFO

SEARCH BY:

STATE

enter state

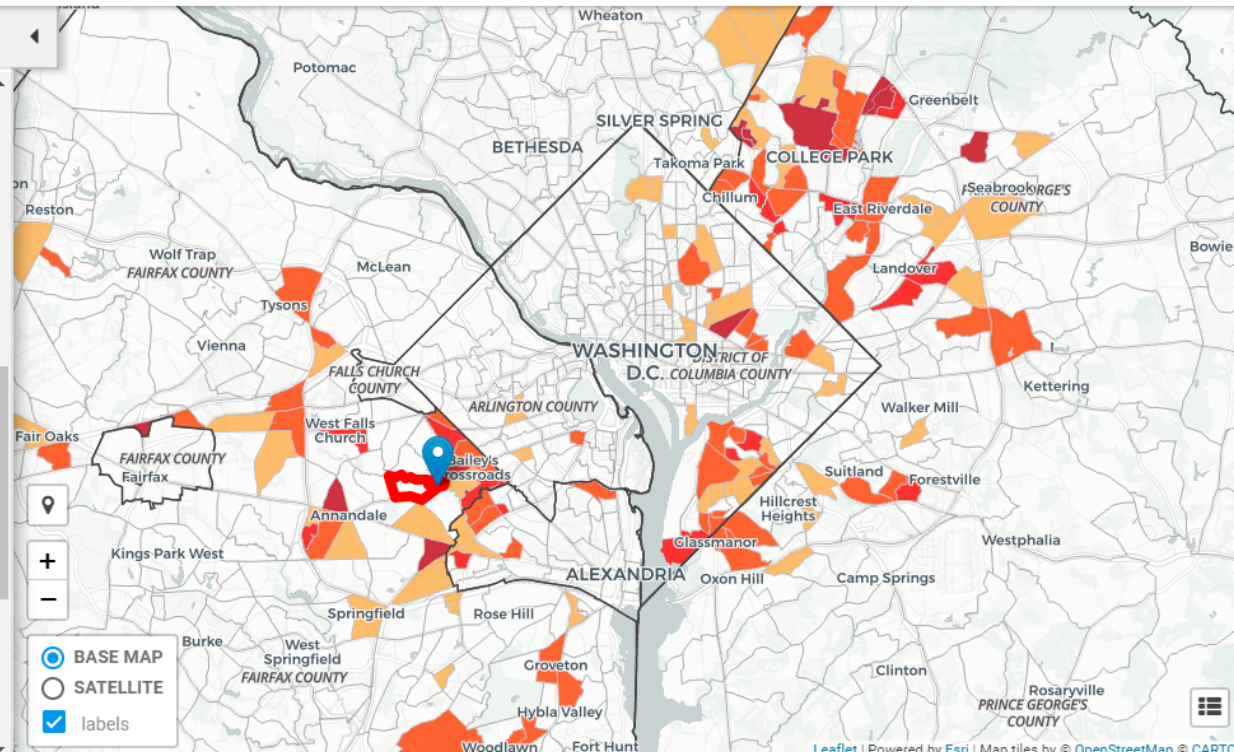
TRACT ST./CO. CONGRESS STATE LEG.

- PEOPLE OF COLOR
- CHILDREN UNDER 5
- RENTERS
- CROWDED HOUSEHOLDS
- SINGLE-PARENT HOUSEHOLDS
- IMMIGRANTS
- LOW-INCOME POPULATIONS
- PEOPLE WITH LIMITED ENGLISH PROFICIENCY
- PEOPLE LIVING IN MULTI-FAMILY HOUSING

PEOPLE OF COLOR

- ~21% of the tract is **Hispanic** (regardless of race)
- ~3% of the tract reported their race as **Black** (either alone or in combination with other races)
- ~15% of the tract reported their race as **Asian** (either alone or in combination with other races)

(Percentages may not total 100%.)



# Hard To Count Map (HTC)

HTC 2020

What is "HTC"?

Share map

Print

MORE INFO

SEARCH BY: STATE enter state

TRACT ST./CO. CONGRESS STATE LEG.



Tract 4511.00 in Fairfax County, VA

ZOOM TO

Based on the latest census estimates (for the 2013-2017 period), **2,379 people live in 798 households** in this tract.

Some population characteristics that may affect this tract's participation in the 2020 Census include:

### Census Self-Response

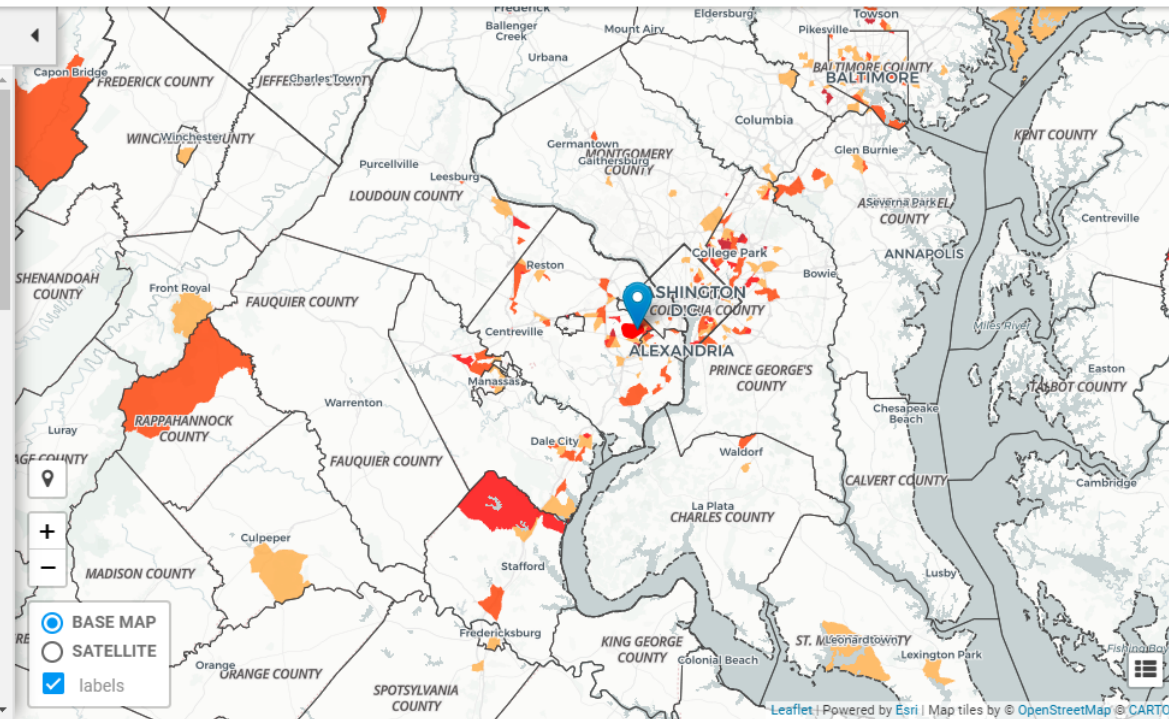
In 2010, **84.5%** of this tract's households mailed back their census questionnaire. This "mail return rate" was better than most tracts nationwide, but still required more costly and difficult in-person follow up to count the remaining 15.5%.

### 2020 Type of Enumeration

In 2020, **all of this tract's households will receive a mailing from the Census Bureau** with information about how to submit their census information either online, by phone, or using a paper questionnaire.

### Internet Access at Home

In 2020, for the first time the Census Bureau will be



<https://www.censushardtcountmaps2020.us/>

Voices

For Virginia's Children



# What is Voices for Virginia's Children doing?

# Appointed to the Governor's Complete Count Commission



## Virginia Complete Count Commission

*United States 2020 Census*

On April 1, 2020, a census mandated by the U.S. Constitution will be taken. The Virginia Complete Count Commission was established to serve as a trusted voice and resource to educate, empower, and engage communities to ensure that all of the diverse voices in the Commonwealth of Virginia are counted in the 2020 Census.

[About the Census](#) [About VCCC](#) [Ways to Engage](#) [Resources for Localities](#) [Stay Connected](#) [FAQs](#) [U.S. Census Jobs](#)

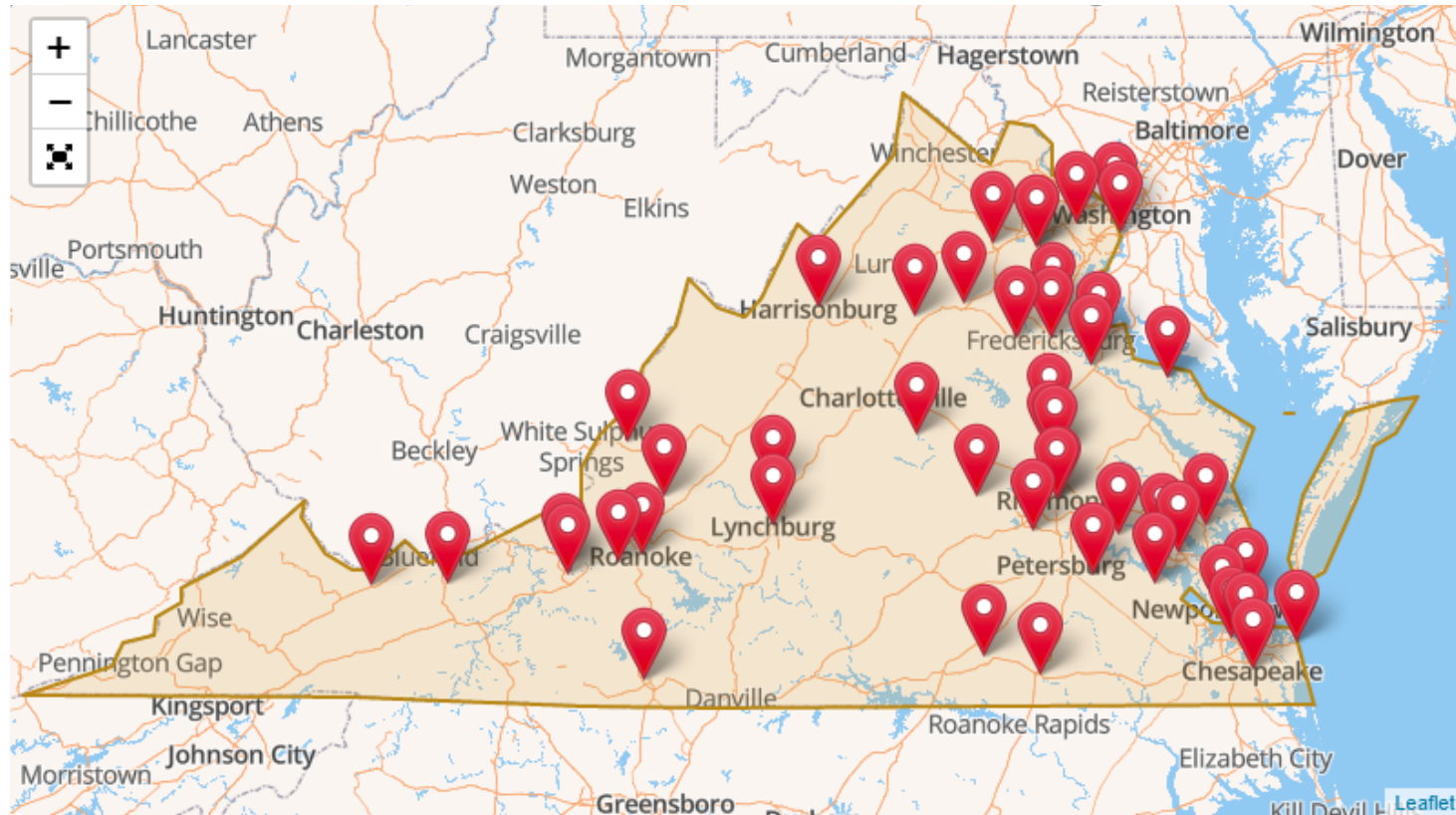


|  |
|--|
| NAME OF EVENT  |
| NAME OF ORGANIZATION OR GROUP  |
| DATE AND TIME OF EVENT<br>MM/DD/YY hh:mm   |
| LOCATION OF EVENT  |
| AUDIENCE SIZE  |
| SPEAKER REQUESTED  |
| <input type="radio"/> Kelly Thomasson, Secretary of the Commonwealth   |
| <input type="radio"/> Traoi DeShazor, Deputy Secretary of the Commonwealth and Director of African American Outreach       |
| <input type="radio"/> Fernando Mercado-Violand, Special Assistant for Community Engagement and Director of Latino Outreach |
| <input type="radio"/> Commissioner, Virginia Complete Count Commission   |
| NAME OF REQUESTER  |
| EMAIL OF REQUESTER   |





# Supporting the formation of local CCCs






# Forming partnerships for outreach




- Working with community foundations, nonprofit partners
- Using our our 8,000+ member email list, social media channels, website for communication
- Working with Commission partners to reach other hard-to-count populations

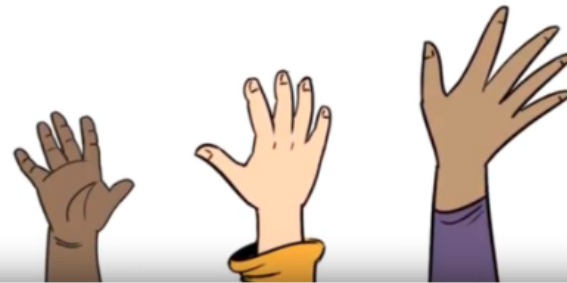
# Annie E. Casey's KIDS COUNT Network

**KIDS NET** 

Home Groups

 **2020 Census**  
Forum Files Events Members Mentions Tags

#CountAllKids



A new short video produced by the Annie E. Casey Foundation is something you should watch if one of the following describes you: city councilperson, nurse, small business owner, educator, county social services worker, member of the clergy, librarian, hospital administrator, parent, neighbor or someone who simply wants to see America's kids thrive.

**Voices**

For Virginia's  
Children

# Partnership for America's Children



## **FILTER RESOURCES BY CATEGORIES**

- › Young Children and the Census
- › Communications Research
- › Community Engagement Materials and Toolkit
- › State Reports and Materials
- › Data on the Undercount
  - › Local Data
  - › State Data
- › Other Aspects of the Census

# Vakids.org

## 2020 Census

### It's Almost Time for YOU to be Counted! 2020 Census

Every year, more than **\$10 billion** in federal funds is allocated to **Virginia** and localities based on census data, either directly or through Census population estimates.



**The potential undercount of children deeply impacts Voices for Virginia's Children and the programs that directly affect our child.**

- We rely on accurate census data to track and measure child well-being over time. We use this data to support our policy advocacy. If the data is undermined, our advocacy is in jeopardy and our ability to improve the lives of Virginia's children is impacted.
- The Commonwealth receives federal funding for several programs that impact the well-being of children, many of which rely in part on the accurate count of everyone. Without an accurate count, we stand to lose federal support for programs that mean a healthier start for kids.

**Here are some tools to learn more and get your community involved in the 2020 Census.**

- Do you need a quick, comprehensive guide? Here's the VA Complete Count [Tool Kit](#).
- The Census Bureau's [Counting Young Children in the 2020 Census](#) fact sheet details different household situations.

**Every dollar counts in the fight for Virginia's children**

Allow us to continue our work and help make children a top priority in Virginia!



## I count!

Says Ellen, a very important person — age three.  
Yes indeed, **EVERYBODY COUNTS!** Just follow along and see.  
You count as a person, a very special you.  
And wherever you live, that's where you count, too.  
Like you, Ellen is Number 1.  
To her family she's dear...



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**vakids**

@vakids

Follow

Are you ready for the #2020Census? Research Director Lauren Snellings is! Take a look at her :30 video - new resources: [vakids.org/2020-census](http://vakids.org/2020-census) #vacompletecount #kidscount



8:27 AM - 29 May 2019



Contact

Our Blog

Email Signup

## Blog Category: 2020 Census



### Virginia Complete Count Commission

January 2nd, 2019

It's official! Our KIDS COUNT Director, Beth Nolan, is honored to be appointed to Governor Northam's newly created Virginia Complete Count Commission. The advisory group will focus on an accurate...

[Continue Reading](#)



### Census 2020 Series- Who Is Counted?

November 15th, 2018

Check out the 2nd video in our series on the importance of the 2020 Census. It takes just 2 min video to learn who gets counted in the Census and...

[Continue Reading](#)



### Why The 2020 Census Is Crucial For All Of Us

October 25th, 2018

The 2020 Census is the cornerstone of representative democracy.

**Voices**

For Virginia's Children

# Conclusion



KIDS CAN'T FILL OUT A CENSUS FORM THEMSELVES.  
Let's make sure we #CountAllKids.



ices

For Virginia's  
Children

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