

The background of the slide features a series of stylized, colorful hands reaching upwards. The hands are in various colors including purple, blue, green, yellow, orange, red, pink, and light purple. They are arranged in a way that suggests a group of people or a community coming together.

# NEW JERSEY COUNTS 2020

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August 14, 2019

Supportive Housing Association Meeting

# WHAT IS THE CENSUS?

- Essential Constitutional requirement every 10 years
- Counts **every living person in the United States**
- Run by the federal Census Bureau

# WHY DOES THE CENSUS MATTER?

- **Funding:** \$675 billion in federal funds depend on Census (\$22B in New Jersey!)
- **Planning Data:** Number of hospital beds or school classrooms; new business branches; roads/highways
- **Representation:** Census data determines district boundaries and how many representatives states get in Congress
- **Community:** Census tells us who our communities and neighbors are

# CENSUS DATA IMPACT FEDERAL FUNDING ALLOCATION

| <b>Program</b>                                       | <b>Obligations (FY 2016)</b> |
|--|------------------------------|
| <b>Medical Assistance Program (Medicaid)</b>         | \$9.1 billion                |
| <b>Medicare Suppl. Medical Insurance (Part B)</b>    | \$2.9 billion                |
| <b>Supplemental Nutrition Assistance Program</b>     | \$1.2 billion                |
| <b>Section 8 Housing Choice Vouchers</b>             | \$740 million                |
| <b>Section 8 Housing Assistance Payments Program</b> | \$516 million                |
| <b>Temporary Assistance for Needy Families</b>       | \$404 million                |
| <b>Special Education Grants</b>                      | \$370 million                |
| <b>Low Income Home Energy Assistance</b>             | \$127 million                |

# HOW DO PEOPLE FILL OUT THE CENSUS?

- Four ways to fill out Census in 2020
  - Online (new preferred method)
  - Phone
  - Mail
  - In-Person Interview (“door-knocking”)

## CHALLENGES FOR 2020

- First Census to be primarily filled out **online** or **on the phone**
  - **15%** of NJ residents have **no internet or dial-up only**
- Distrust of government and polls/surveys
- Less Census staff than 2010 for in-person follow-up and coordination
- Concentrations of HTC populations throughout NJ

## HOW CAN PEOPLE BE MISSED BY CENSUS?

- **“Hard-to-count”** populations are groups that are often missed by the Census

|                           |                                    |                                 |
|---------------------------|------------------------------------|---------------------------------|
| Homeless persons          | Young children (under age 5)       | Black or Hispanic people        |
| Asians or Asian-Americans | Males ages 30-49                   | Renters                         |
| Low-income households     | Those who don't speak English well | No internet access              |
| Veterans                  | Immigrants                         | Migrant or highly mobile groups |

## MANY REASONS FOR UNDERCOUNT

- Address not listed
  - Multi-unit buildings
- People not included on questionnaire
- Complex households
- Highly mobile populations
  - Census determined by “usual place of residence” on April 1, 2020
- Fear of government
- Language issues



## YOU HAVE A BIG ROLE TO PLAY

- ***You*** play a critical role in ensuring an ***accurate Census count in 2020!***
- There's less trust in "official" sources and **more trust in local trusted messengers**
- A fair 2020 Census for NJ needs all hands on deck!
  - 10 years of funding and planning depend on it

# WHAT YOU CAN DO FOR CENSUS 2020

- Become a Census Partner
- Join/start a local complete count committee
- Host a Census kiosk
- Educate your network—newsletters, email blasts
- Resource: CA Disability Community Toolkit

## CONTACT US

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