

**2020 CENSUS
LOCAL COMPLETE
COUNT COMMITTEE
TOOLKIT**

Local Complete Count Committee FAQs

What is a Local Complete Count Committee?

A local complete count committee (LCCC) is a committee used to help educate and spread awareness about an upcoming census. These committees should be made up of leaders and trusted voices within the community who represent a wide spectrum of groups and networks. It is especially important to include organizations that can assist with educating and identifying hard-to-count populations.

What are hard-to-count populations?

These are populations that are hard to locate, interview, persuade, or contact.

Category	Reason
Hard to Interview	Language barrier, low literacy rate, or a lack of internet access
Hard to Locate	Housing not included in census files, or people who want to remain hidden
Hard to Contact	Highly mobile, homeless, or physical access barriers such as gated communities
Hard to Persuade	Suspicious of government or have low levels of civic engagement

ACCG has additional information on hard-to-count communities on the ACCG 2020 Census webpage at http://www.accg.org/2020_census.php.

Who should create a LCCC?

Any organization or group that wants to coordinate efforts to educate and inform the public about the upcoming 2020 Census. While there are no restrictions on who can form a LCCC, in the past most have been formed by government groups. During the 2010 Census, there were 77 county, 22 joint county-city, 20 city, 53 higher education, 11 ethnic groups, and 7 other organizations that formed LCCCs.

What's the process for creating a LCCC?

Although there is no formally required process, many governments have passed a resolution to create the committee. The government entity leading the charge in creating the committee can invite elected officials and local leaders to participate in the committee. Sample resolutions, meeting agendas, and invitations are enclosed.

What's the structure of a LCCC?

The LCCC should include representatives from a wide range of organizations, groups, and trusted voices that have connections within the community. There are no size requirements as to how small or how large the committee must be. The LCCC should have a chairman to direct the work of the committee

and to serve as a liaison to the Census Bureau. The committee should also have subcommittees to focus on outreach efforts to different segments of the community. The U.S. Census Bureau has created a Local Complete Count Committee Guide and a timeline to assist LCCCs in their mission, which is located on their website at https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html.

Who should be a member of the LCCC?

This question will change from community to community, but in general your county needs to include people who have wide networks, are seen as leaders in the community, and who are considered to be a trusted voice. To get the best census results you need to cast a wide net to ensure that there's a variety of organizations represented. Examples of groups to include are as follows:

- County/city leaders
- K-12 school leaders
- University/technical colleges
- Libraries
- Local chambers/local business organizations
- Community groups
- Nonprofit groups
- Faith leaders
- Civic organizations
- Ethnic organizations
- Minority organizations
- Newspaper/tv station/media staff

Georgia Family Connection and the Georgia Chamber of Commerce are urging their members in every county to participate in LCCCs formed in their communities.

What does the LCCC need to do?

First, the LCCC needs to get organized and develop a plan for outreach efforts within the community. It is recommended that the LCCC invite a representative of the Census Bureau to the initial kickoff meeting to provide information and guidance. Once established, the main objective of the committee will be to educate the public about the census and to identify areas or communities where additional efforts may be needed. There are many tools available to help your committee analyze previous census efforts and participation in your county. These include historic census data, response rates, hard to count maps by region, congressional district, county, and census tract. You can find links to these tools on the ACCG 2020 Census webpage at http://www.accg.org/2020_census.php.

Can you be more specific about what the committee should be doing?

The committee needs to develop a strategy about how best to reach and educate the public, especially hard-to-count communities, identify potential census partners outside of the committee to help promote the census, determine the type of messaging that is needed, plan and identify potential outreach activities, and develop the delivery methods that will be utilized during the census campaign to promote it. This may mean creating subcommittees to address certain issues (media efforts, hard-to-count communities, general outreach, census activity event planning, etc.) Further, communities that have internet connectivity issues or have limited public computer access may need to determine what steps need to be taken to ensure that the public can complete the census online. If your committee needs assistance with these steps, reach out to the Atlanta Regional Staff Office of the Census Bureau to

have a representative help you with this process. They will come to your county and provide a training session for your committee at no charge. Also, there is a State and Local Officials Toolkit and a Local Complete Count Committee Toolkit available on the Census website that can assist your committee with these steps.

Now that I understand how to form a LCCC and the purpose, how do I get started?

The first step is to discuss how having a LCCC may benefit your county, whether the committee should be formed jointly with cities within your county, and who should be a part of the committee. Once that is determined, your next step is to authorize the creation of the committee and invite members of the committee to participate in a kickoff meeting. It is recommended that the LCCC invite a representative of the Census Bureau to the initial kickoff meeting to provide information and guidance. If you need guidance at any stage of forming a LCCC, including assistance with your initial meeting, contact Thurmond Tillman at thurmond.n.tillman@2020census.gov or (678) 938-1072 or contact a partnership specialist at the Atlanta Regional Staff Office at 1-800-424-6974.

Will LCCC members have to help with filling out census forms or go door-to-door to collect census results?

No. The work of the committee is to educate and inform. The committee is not involved in the actual collection of the census data.

Is data or marketing information available that can be used by my LCCC?

Yes. There are numerous resources that your LCCC can use to inform the public about the 2020 Census. The Census Bureau has press kits and fact sheets on numerous issues, messaging for specific audiences, and information for business, community, nonprofit, and religious organization partners. A sample listing of the information available on the Census Bureau website is provided below.

Census Bureau Resources

General Information

2020 Census Toolkit for State and Local Officials
Census Fact Sheets
Infographics and Visualizations
Promotional Items and Guidelines
Recruitment Toolkit
Census Web Badges
2020 Census YouTube Videos
Community Outreach Toolkit
Confidentiality Factsheet
LCCC Messaging
Customizable Social Media Content
How the Census Will Invite Responses
Census 101 Flyer
Press Kits
Sample Questionnaire

Targeted Group Information

Counting Young Children Factsheet
Military Factsheet
Renters Factsheet
Rural Factsheet
African American Audiences
College Students
Hispanic Audiences
Foreign Born Audiences
LGBTQ Audiences
Census Taglines in Multiple Languages

Subject Matter

Education
Health Care

State Complete Count Committee Resources

The State Complete Count Committee has developed resources that can be used by your LCCC on their website at <https://census.georgia.gov/community-involvement/census-resources/outreach-materials>. Their materials include style guidelines, a Georgia brochure on 2020 Census Security and Safety Measures and a 2020 Peach Coloring Page. The state committee is also working with a public relations firm to develop state specific content that can be used via print media, social media, and video. This information should be distributed to LCCCs by the end of the year. If your LCCC needs more information or resources, the state committee has provided a request form on their website located at <https://census.georgia.gov/local-complete-count-committees>.

Other Resources

There are numerous resources that have been created by universities, non-profits, and other organizations. The VSU Center for South Georgia Regional Impact is providing free 2020 Census posters and table tents to the 41 counties within their service area. For more information on this program, visit <https://www.valdosta.edu/administration/advancement/sgri/2020-census.php#>. Georgia Voices in conjunction with Georgia Family Connection has prepared state specific information on healthcare and education for children. ACCG and GMA both have county and census tract specific data that is posted on their respective websites that can be used for planning and outreach purposes.

Is grant funding available for my LCCC?

There is currently no grant funding available from the state or federal government. However, there are nonprofit groups that have either received grant funding or have grant funding available for outreach efforts regarding specific audiences. Georgia Family Connection has provided outreach funding to many of their collaboratives throughout the state. Check with your local family connection collaborative as well as other nonprofits within your community to determine if there is a way that your county can partner or benefit from this funding.

What type of activities should my LCCC plan for outreach and education purposes?

There are many ways that your LCCC can help educate the public about the 2020 Census through outreach activities. Below is a list of sample activities.

- Place census messages or flyers in utility and other government bills
- Develop activities to educate government employees about the census
- Encourage businesses to become official sponsors of census activities and to place census information such as table tents, postcards, flyers, and infographics in their businesses
- Have census posters, banners, and other signage placed in highly visible public locations
- Include the 2020 Census logo and message on bus schedules, brochures, newsletters, social media sites, and local government websites
- Sponsor a census booth at county fairs, carnivals, and festivals (especially cultural or ethnic celebrations)
- Set up a census booth at high school football or basketball games

- Encourage local libraries to include census information at book drives, story time, and other library events
- Sponsor a contest to design a sticker or poster promoting the 2020 Census
- Have census information available during voter registration drives
- Provide information on federally funded programs that have benefited the community
- Place public service announcements in local media encouraging households to respond
- Have census rallies or parades
- Include census information as part of health fairs, blood drives, and other community events

SAMPLE RESOLUTION

Creation of the 2020 _____ (name of city or county)

Local Complete County Committee

WHEREAS the U.S. Census Bureau is required by the United States Constitution to conduct a count of all persons; and

WHEREAS the Census count requires extensive work, and the Census Bureau requires partners at the state and local level to ensure a complete and accurate count;

WHEREAS the _____ (name of city or county) Complete County Committee will work with the U.S. Census Bureau and the State of Georgia to strive for an accurate count;

WHEREAS the _____ (name of city or county) Complete County Committee will bring together a cross section of community members who will utilize their local knowledge and expertise to reach out to all persons of our community;

WHEREAS a united voice from business, government, community- based and faith-based organizations, educators, media and others will enable the 2020 Census message to reach more of our citizens; and

WHEREAS the following individuals shall be designated as official _____ (name of city or county) Complete Count Committee members:

(insert committee member names)

Now, Therefore, **BE IT RESOLVED** that _____ (name of city or county) is committed to

1. Partner with the U.S. Census Bureau and the State of Georgia and will form a Local Complete County Committee seeking to Support the goals and ideals for the 2020 Census and will disseminate 2020 Census information.
2. Encourage all (City or County) residents to participate in events and initiatives that will raise the overall awareness of the 2020 Census and increase participation.
3. Achieve a complete and accurate count of all persons within our borders.

Adopted by _____ (name of city or county) Georgia this ____ day of _____, 2019.

Office of County Commissioners

Date _____

The Honorable _____

Mayor of _____

Address _____

City, Georgia, Zip _____

RE: _____ County 2020 Census Complete Count Committee

Dear Mayor _____:

The 2020 Census is rapidly approaching, and it is vitally important for every person to be accurately counted. Federal funding levels, forecasting transportation and other infrastructure needs, and redistricting state legislative districts are just some of the reasons a complete and accurate count is important.

To accomplish an accurate count, the _____ County Board of Commissioners is interested in starting a countywide 2020 Census Complete Count Committee. We'd like to invite you, your staff, and any interested Council Members to a meeting on Date at Time in the Location. The Committee will determine strategies to encourage participation in the Census and insure every _____ County resident is counted.

_____ County is pleased to work with the City of _____ to increase participation in the 2020 Census so that every member of our community is counted. Please contact me at _____ if you have any further questions or need any further assistance.

Sincerely,

_____, Chairman/CEO/Sole Commissioner

_____ County Board of Commissioners

2020 Census Meeting

Location

Date

Time

1. Welcome – Commission Chair/CEO/Mayor
2. Importance of 2020 Census **Redistricting, funding, planning, economic development**
3. Overview of 2020 Census **Census Bureau e presentation**
4. Available 2020 Census Information **U.S. Census Bureau, Georgia Complete Count Committee, ACCG Website, GMA Website**
5. 2020 Census Complete Count Committee (CCC) – Discussion
 - a. Goals **Increase awareness and importance of census, increase participation**
 - b. Structure **Policy level – made up of a variety of local leaders and groups with wide networks that are seen as trusted voices within the community**
 - c. Subcommittee(s) **Staff level – carries out policies of CCC. Appointed by CCC members**
 - d. Timeline **Summary of benchmarks and tasks outlined in CCC Guide**
 - i. _____ – **Develop Strategies and Outreach Methods for 2020 Census**
 - ii. **January-March, 2020 – Outreach and Promotion of 2020 Census**
 - iii. **April, 2020 – Public Service Announcements**
6. 2020 New Construction Program **Counts new residences built since LUCA.**

2020 Census Timeline

2018

- Tribal leader, governor, or highest elected local official or community leader determines Complete Count Committees (CCCs) structure.
- CCCs receive 2020 Census training.

2019

- Continue establishing CCCs.
- Open Area Census Offices.
- CCCs develop strategy and work plan.

2020

- CCCs begin community organization mobilization.
- 2020 Census advertising campaign begins in early 2020.
- CCCs support the 2020 Census.
- CCCs encourage self-response.

April 1, 2020 – CENSUS DAY

- CCCs urge households who do not respond to cooperate with census takers.

Contact Information

For additional information about the Complete Count Committees program, please contact your regional census office.

Please contact:

ATLANTA
Atlanta.rcc
.partnership
@2020census.gov

CHICAGO
Chicago.rcc
.partnership
@2020census.gov

DALLAS
Dallas.rcc
.partnership
@2020census.gov

LOS ANGELES
Los.Angeles.rcc
.partnership
@2020census.gov

NEW YORK
New.York.rcc
.partnership
@2020census.gov

PHILADELPHIA
Philadelphia.rcc
.partnership
@2020census.gov

If you reside in:

Alabama, Florida,
Georgia, Louisiana,
Mississippi,
North Carolina,
and South Carolina

Arkansas, Illinois,
Indiana, Iowa,
Michigan, Minnesota,
Missouri, and
Wisconsin

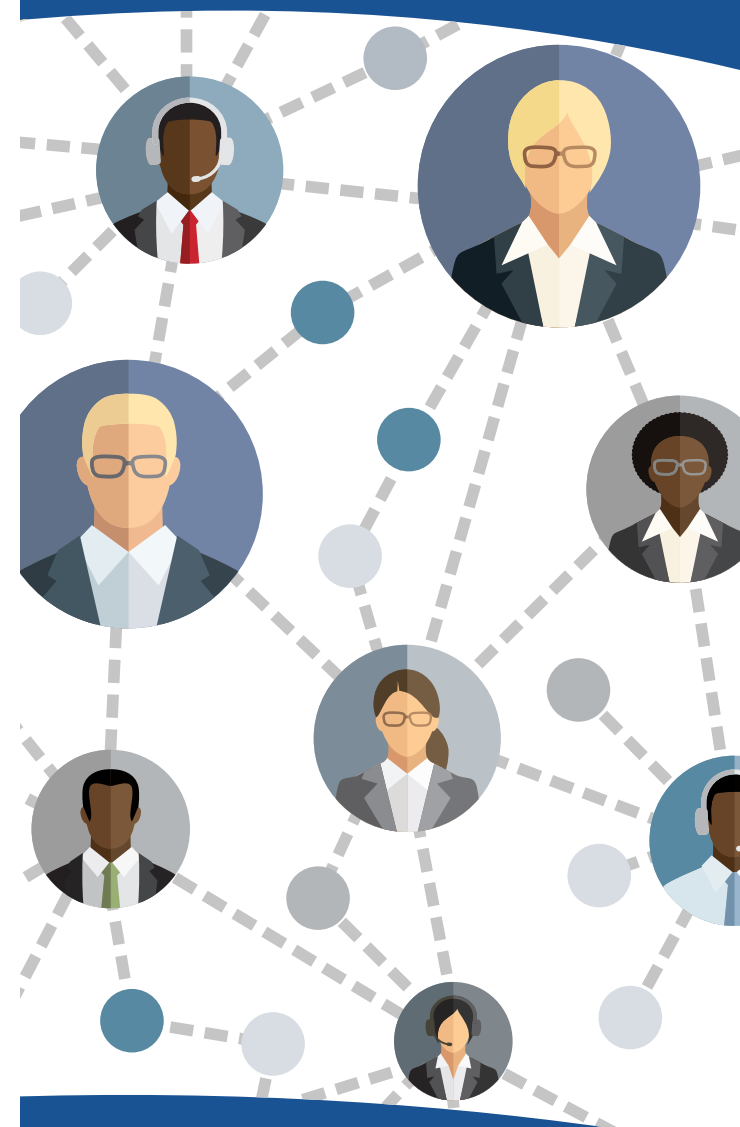
Arizona, Colorado,
Kansas, Montana,
Nebraska, New
Mexico, North
Dakota, South
Dakota, Oklahoma, Texas,
Utah, and Wyoming

Alaska, California,
Hawaii, Idaho,
Nevada, Oregon,
and Washington

Connecticut, Maine,
Massachusetts, New
Hampshire, New Jersey,
New York, Rhode Island,
Vermont, and Puerto Rico

Delaware, District of
Columbia, Kentucky,
Maryland, Ohio,
Pennsylvania, Tennessee,
Virginia, and West Virginia

Complete Count Committees



The 2020 Census is almost here!

The 2020 Census provides an opportunity for everyone to be counted. Tribal, state, and local governments; community-based organizations; faith-based groups; schools; businesses; the media; and others play a key role in developing partners to educate and motivate residents to participate in the 2020 Census.

When community members are informed, they are more likely to respond to the census. Through collaborative partnerships, the U.S. Census Bureau and community leaders can reach the shared goal of counting EVERYONE in 2020.

The Complete Count Committees (CCC) program is key to creating awareness in communities all across the country.

- CCCs utilize local knowledge, influence, and resources to educate communities and promote the census through locally based, targeted outreach efforts.
- CCCs provide a vehicle for coordinating and nurturing cooperative efforts between tribal, state, and local governments; communities; and the Census Bureau.
- CCCs help the Census Bureau get a complete count in 2020 through partnerships with local governments and community organizations.

Get Started

WHO?

Tribal, state, and local governments work together with partners to form CCCs to promote and encourage response to the 2020 Census in their communities. Community-based organizations also establish CCCs that reach out to their constituents.

WHAT?

A CCC is comprised of a broad spectrum of government and community leaders from education, business, healthcare, and other community organizations. These trusted voices develop and implement a 2020 Census awareness campaign based upon their knowledge of the local community to encourage a response.

WHEN?

The formation of CCCs is happening NOW! Leaders are identifying budget resources and establishing local work plans. In 2020, they will implement the plans and lead their communities to a successful census count.

WHY?

The primary goal of the 2020 Census is to count everyone once, only once, and in the right place.

Community influencers create localized messaging that resonates with the population in their area. They are trusted voices and are best suited to mobilize community resources in an efficient manner.

HOW?

It's up to all of us! CCCs know the best way to reach the community and raise awareness. Some activities could include:

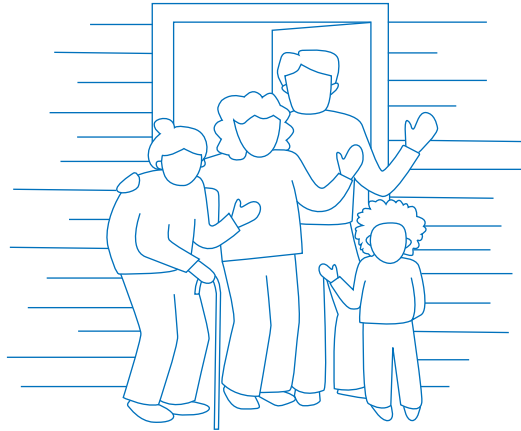
- Holding CCC kickoff meetings with media briefings.
- Participating in Census rallies or parades.
- Coordinating Census unity youth forums.
- Hosting Interfaith breakfasts and weekend events.
- Encouraging the use of Statistics in Schools classroom resources.
- Incorporating census information in newsletters, social media posts, podcasts, mailings, and websites.
- Helping recruit census workers when jobs become available.

CENSUS 101: WHAT YOU NEED TO KNOW

The 2020 Census is closer than you think!
Here's a quick refresher of what it is and why it's essential that everyone is counted.

Everyone counts.

The census counts every person living in the U.S. once, only once, and in the right place.

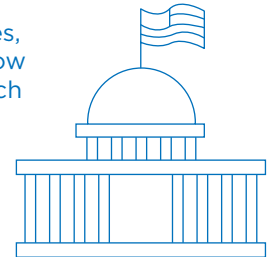


It's in the constitution.

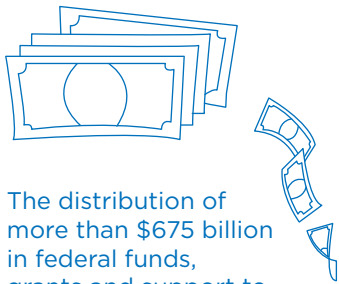
The U.S. Constitution mandates that everyone in the country be counted every 10 years. The first census was in 1790.

It's about fair representation.

Every 10 years, the results of the census are used to reapportion the House of Representatives, determining how many seats each state gets.

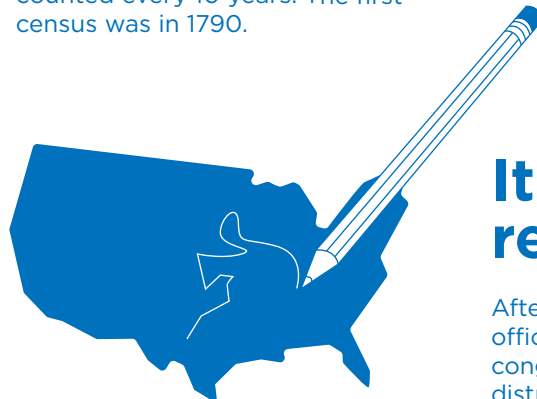
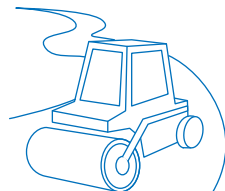


It's about \$675 billion.



The distribution of more than \$675 billion in federal funds, grants and support to states, counties and communities are based on census data.

That money is spent on schools, hospitals, roads, public works and other vital programs.

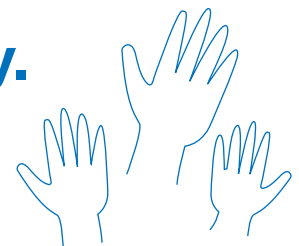


It's about redistricting.

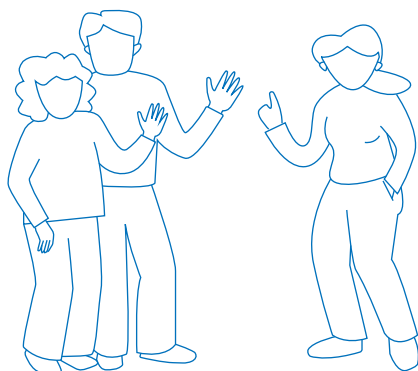
After each decade's census, state officials redraw the boundaries of the congressional and state legislative districts in their states to account for population shifts.

Taking part is your civic duty.

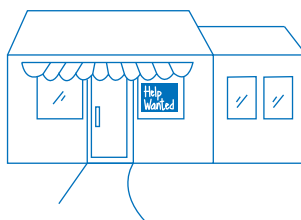
Completing the census is mandatory: it's a way to participate in our democracy and say "I COUNT!"



Census data are being used all around you.

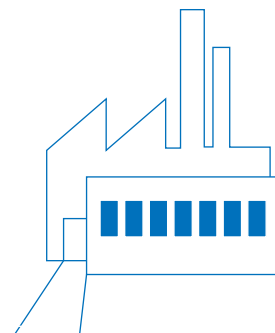
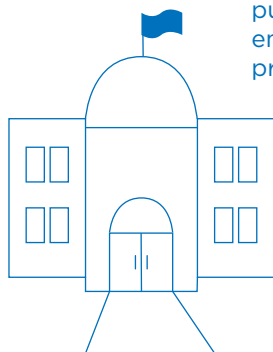


Residents use the census to support community initiatives involving legislation, quality-of-life and consumer advocacy.

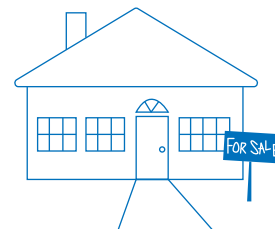


Businesses use census data to decide where to build factories, offices and stores, which create jobs.

Local governments use the census for public safety and emergency preparedness.



Real estate developers use the census to build new homes and revitalize old neighborhoods.



Your privacy is protected.

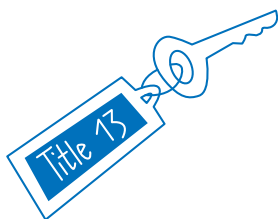
It's against the law for the Census Bureau to publicly release your responses in any way that could identify you or your household.

By law, your responses cannot be used against you and can only be used to produce statistics.



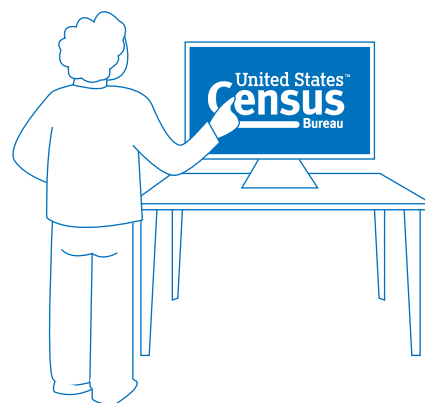
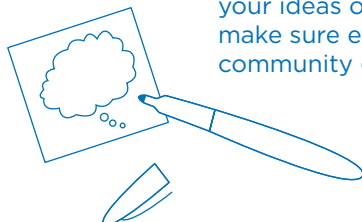
2020 will be easier than ever.

In 2020, you will be able to respond to the census online.



You can help.

You are the expert—we need your ideas on the best way to make sure everyone in your community gets counted.



How the 2020 Census will invite everyone to respond

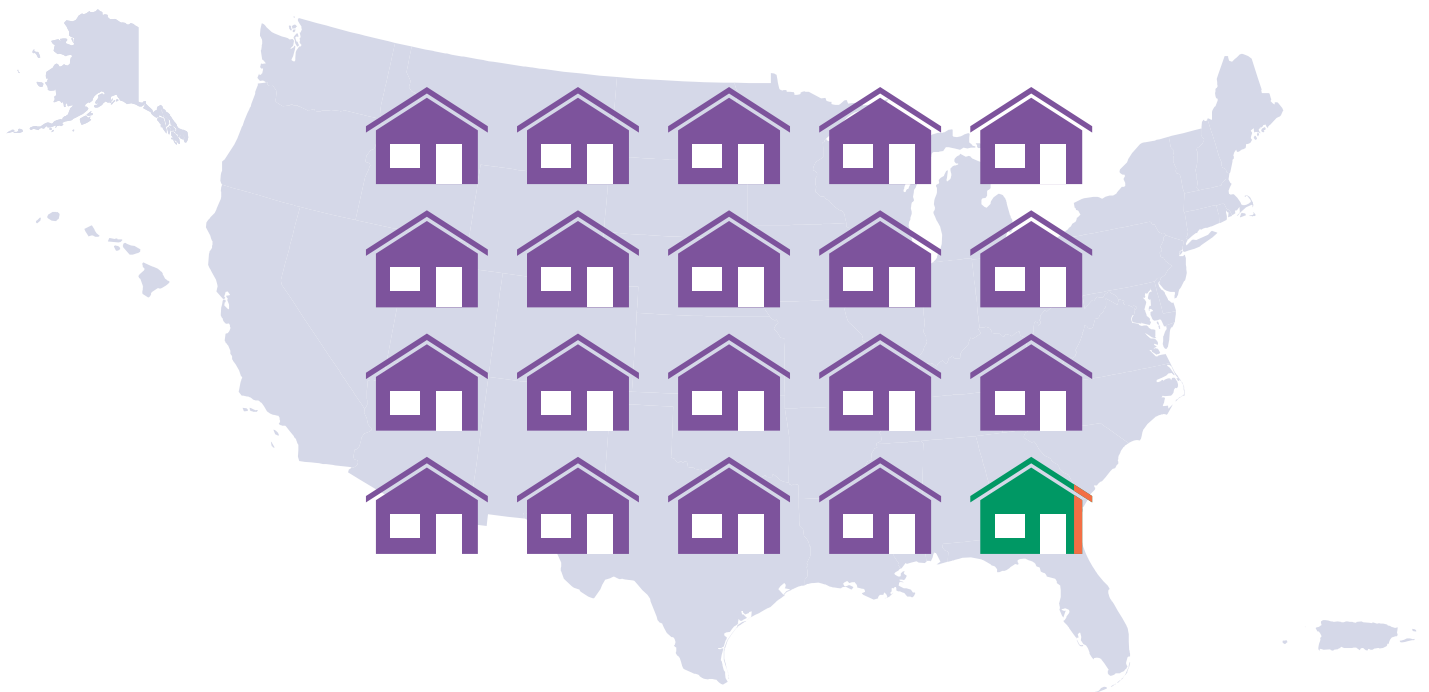


Every household will have the option of responding online, by mail, or by phone.

Nearly every household will receive an invitation to participate in the 2020 Census from either a postal worker or a census worker.



95% of households will receive their census invitation in the mail.



Almost 5% of households will receive their census invitation when a census taker drops it off. In these areas, the majority of households may not receive mail at their home's physical location (like households that use PO boxes or areas recently affected by natural disasters).



Less than 1% of households will be counted in person by a census taker, instead of being invited to respond on their own. We do this in very remote areas like parts of northern Maine, remote Alaska, and in select American Indian areas that ask to be counted in person.

Note: We have special procedures to count people who don't live in households, such as students living in university housing or people experiencing homelessness.

How the 2020 Census will invite everyone to respond



What to Expect in the Mail

When it's time to respond, most households will receive an invitation in the mail.

Every household will have the option of responding online, by mail, or by phone.

Depending on how likely your area is to respond online, you'll receive either an invitation encouraging you to respond online or an invitation along with a paper questionnaire.

Letter Invitation

- Most areas of the country are likely to respond online, so most households will receive a letter asking you to go online to complete the census questionnaire.
- We plan on working with the U.S. Postal Service to stagger the delivery of these invitations over several days. This way we can spread out the number of users responding online, and we'll be able to serve you better if you need help over the phone.

Letter Invitation and Paper Questionnaire

- Areas that are less likely to respond online will receive a paper questionnaire along with their invitation. The invitation will also include information about how to respond online or by phone.

WHAT WE WILL SEND IN THE MAIL	
On or between	You'll receive:
March 12-20	An invitation to respond online to the 2020 Census. (Some households will also receive paper questionnaires.)
March 16-24	A reminder letter.
	If you haven't responded yet:
March 26-April 3	A reminder postcard.
April 8-16	A reminder letter and paper questionnaire.
April 20-27	A final reminder postcard before we follow up in person.

We understand you might miss our initial letter in the mail.

- Every household that hasn't already responded will receive reminders and will eventually receive a paper questionnaire.
- It doesn't matter which initial invitation you get or how you get it—we will follow up in person with all households that don't respond.

The 2020 Census and Confidentiality

Your responses to the 2020 Census are safe, secure, and protected by federal law. Your answers can only be used to produce statistics—they cannot be used against you in any way. By law, all responses to U.S. Census Bureau household and business surveys are kept completely confidential.

Respond to the 2020 Census to shape the future.

Responding to the census helps communities get the funding they need and helps businesses make data-driven decisions that grow the economy. Census data impact our daily lives, informing important decisions about funding for services and infrastructure in your community, including health care, senior centers, jobs, political representation, roads, schools, and businesses. More than \$675 billion in federal funding flows back to states and local communities each year based on census data.



Your census responses are safe and secure.

The Census Bureau is required by law to protect any personal information we collect and keep it strictly confidential. The Census Bureau can only use your answers to produce statistics. In fact, every Census Bureau employee takes an oath to protect your personal information for life. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.

By law, your responses cannot be used against you.

By law, your census responses cannot be used against you by any government agency or court in any way—not by the Federal Bureau of Investigation (FBI), not by the Central Intelligence Agency (CIA), not by the Department of Homeland Security (DHS), and not by U.S. Immigration and Customs Enforcement (ICE). The law requires the Census Bureau to keep your information confidential and use your responses only to produce statistics.



The law is clear—no personal information can be shared.

Under Title 13 of the U.S. Code, the Census Bureau cannot release any identifiable information about individuals, households, or businesses, even to law enforcement agencies.

The law states that the information collected may only be used for statistical purposes and no other purpose.

To support historical research, Title 44 of the U.S. Code allows the National Archives and Records Administration to release census records only after 72 years.

All Census Bureau staff take a lifetime oath to protect your personal information, and any violation comes with a penalty of up to \$250,000 and/or up to 5 years in prison.

There are no exceptions.

The law requires the Census Bureau to keep everyone's information confidential. By law, your responses cannot be used against you by any government agency or court in any way. The Census Bureau will not share an individual's responses with immigration enforcement agencies, law enforcement agencies, or allow that information to be used to determine eligibility for government benefits. Title 13 makes it very clear that the data we collect can only be used for statistical purposes—we cannot allow it to be used for anything else, including law enforcement.

It's your choice: you can respond securely online, by mail, or by phone.

You will have the option of responding online, by mail, or by phone. Households that don't respond in one of these ways will be visited by a census taker to collect the information in person. Regardless of how you respond, your personal information is protected by law.

Your online responses are safe from hacking and other cyberthreats.

The Census Bureau takes strong precautions to keep online responses secure. All data submitted online are encrypted to protect personal privacy, and our cybersecurity program meets the highest and most recent standards for protecting personal information. Once the data are received, they are no longer online. From the moment the Census Bureau collects responses, our focus and legal obligation is to keep them safe.

We are committed to confidentiality.

At the U.S. Census Bureau, we are absolutely committed to keeping your responses confidential. This commitment means it is safe to provide your answers and know that they will only be used to paint a statistical portrait of our nation and communities.

Learn more about the Census Bureau's data protection and privacy program at www.census.gov/privacy.



Laws protecting personal census information have withstood challenges.

In 1982, the U.S. Supreme Court confirmed that even addresses are confidential and cannot be disclosed through legal discovery or the Freedom of Information Act (FOIA). In 2010, the U.S. Justice Department determined that the Patriot Act does not override the law that protects the confidentiality of individual census responses. No court of law can subpoena census responses.

GEORGIA

In FY2016, Georgia received

\$23,835,175,686

through 55 federal spending programs
guided by data derived from the 2010 Census.



The **Counting for Dollars 2020 Project** aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (\$883,094,826,042 in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
 - **Annual updates** of population and housing variables collected in the Decennial Census.
 - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.



Reports of the Counting for Dollars 2020 Project:

- **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)*
- **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)*
- **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)*
- **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)*
- **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

* Data available by state

+ Source for this state sheet

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

GEORGIA

Allocation of Funds from 55 Large Federal Spending Programs
Guided by Data Derived from the 2010 Census (Fiscal Year 2016)

Total Program Obligations: \$23,835,175,686

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$23,208,335,024			
Medical Assistance Program (Medicaid)	HHS	\$6,949,229,000	Community Facilities Loans/Grants	USDA	\$94,278,825
Federal Direct Student Loans	ED	\$2,875,469,075	Supporting Effective Instruction State Grants	ED	\$58,710,294
Supplemental Nutrition Assistance Program	USDA	\$2,663,017,763	Crime Victim Assistance	DOJ	\$69,338,035
Medicare Suppl. Medical Insurance (Part B)	HHS	\$1,812,266,713	CDBG Entitlement Grants	HUD	\$39,549,043
Highway Planning and Construction	DOT	\$1,348,487,982	Public Housing Capital Fund	HUD	\$60,348,000
Federal Pell Grant Program	ED	\$905,000,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$57,152,217
Section 8 Housing Choice Vouchers	HUD	\$508,669,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$45,239,000
Temporary Assistance for Needy Families	HHS	\$330,741,739	Social Services Block Grant	HHS	\$49,893,342
Very Low to Moderate Income Housing Loans	USDA	\$548,932,461	Rural Rental Assistance Payments	USDA	\$37,076,211
Title I Grants to LEAs	ED	\$517,752,991	Business and Industry Loans	USDA	\$47,457,000
State Children's Health Insurance Program	HHS	\$418,168,000	Career and Technical Education - Basic Grants to States	ED	\$38,590,316
National School Lunch Program	USDA	\$529,921,000	Homeland Security Grant Program	DHS	\$12,135,844
Special Education Grants	ED	\$342,114,770	WIOA Dislocated Worker Grants	DOL	\$36,999,252
Section 8 Housing Assistance Payments Program	HUD	\$207,302,005	HOME	HUD	\$26,511,522
Federal Transit Formula Grants	DOT	\$168,592,000	State CDBG	HUD	\$37,464,404
Head Start	HHS	\$238,272,098	WIOA Youth Activities	DOL	\$30,301,333
WIC	USDA	\$218,824,000	WIOA Adult Activities	DOL	\$26,942,539
Title IV-E Foster Care	HHS	\$87,827,583	Employment Service/Wagner-Peyser	DOL	\$21,035,343
Health Care Centers	HHS	\$104,440,174	Community Services Block Grant	HHS	\$19,545,166
School Breakfast Program	USDA	\$191,256,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$17,449,824
Rural Electrification Loans and Loan Guarantees	USDA	\$740,469,000	Cooperative Extension Service	USDA	\$16,766,228
Public and Indian Housing	HUD	\$111,525,000	Native Amer. Employment & Training	DOL	\$0
Low Income Home Energy Assistance	HHS	\$54,497,132			
Child and Adult Care Food Program	USDA	\$119,258,000	Federal Tax Expenditures		\$344,188,674
Vocational Rehabilitation Grants to the States	ED	\$61,910,030	Low Income Housing Tax Credit	Treas	\$274,177,716
Child Care Mandatory and Matching Funds	HHS	\$93,002,000	New Markets Tax Credit	Treas	\$70,010,958
Unemployment Insurance Administration	DOL	\$58,519,000			
Federal Transit - Capital Investment Grants	DOT	\$4,249,311	Federal Procurement Programs		\$282,651,988
Child Care and Development Block Grant	HHS	\$114,452,000	HUBZones Program	SBA	\$282,651,988
Adoption Assistance	HHS	\$41,385,459			

Prepared by Andrew Reamer, the George Washington Institute of Public Policy, the George Washington University. Spending data analysis provided by Sean Moulton, Open Government Program Manager, Project on Government Oversight. | January 30, 2019

Note: The sequence of the above programs is consistent with U.S. rank order by program expenditures. (See U.S. sheet in series.)

Counting for Dollars 2020 publications and spreadsheet with above data available at <https://gwipp.gwu.edu/counting-dollars-2020-role-decennial-census-geographic-distribution-federal-funds>

**GW Institute
of Public Policy**

THE GEORGE WASHINGTON UNIVERSITY

For further information:

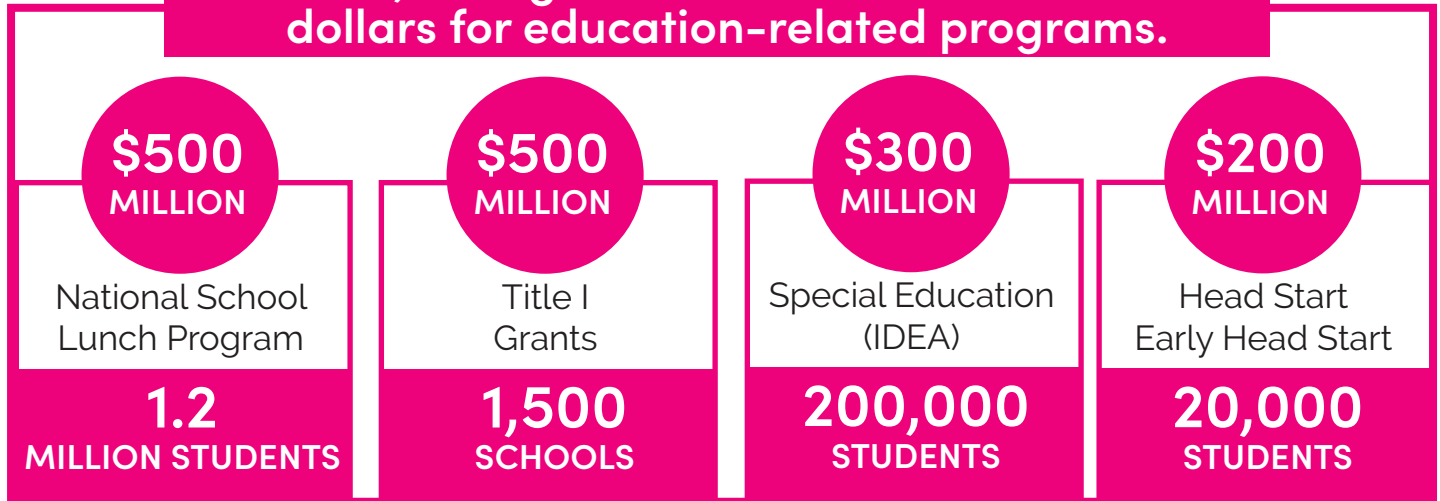
Andrew Reamer, Research Professor
The George Washington University
areamer@gwu.edu

census impacts

EDUCATION

It is essential that everyone in Georgia be counted in Census 2020 since the federal government uses these counts to determine funding for education. We need to get the count right so your schools can be properly supported!

In 2015, Georgia received \$1.6 billion federal dollars for education-related programs.



Georgia has

**2.5
MILLION**

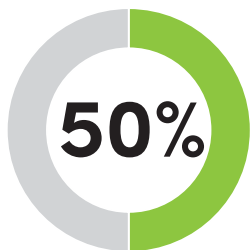
kids (birth-18).



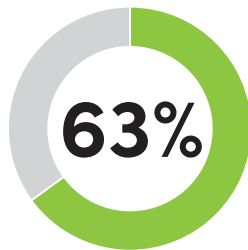
Georgia ranks

34th

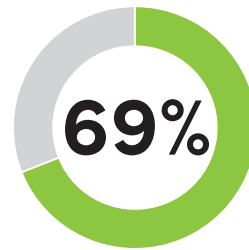
in education
in the U.S.



of 3-4 year olds
are not in school.



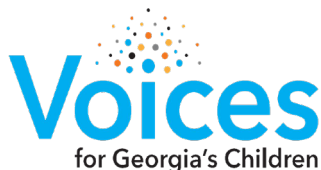
of 3rd graders
are not proficient
in reading.



of 8th graders
are not proficient
in math.



of high school
students are not
graduating on time.



References: tinyurl.com/y5j6mhh3

census impacts

HEALTH CARE

An accurate count in Census 2020 is essential to positively impact health care, ensuring we meet the needs of our communities. Census 2020 will influence two areas:

1

federal funding for health programs

In federal dollars, Georgia received

**\$15.8
BILLION**

in 2015 from 2010 census counts



More than

50%

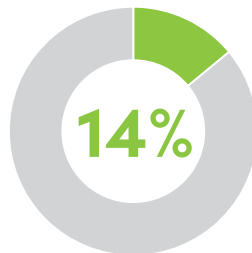
went to public health programs like



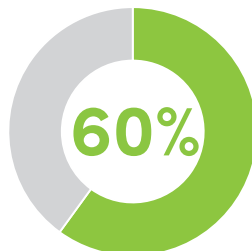
**MEDICAID
MEDICARE
PEACHCARE/CHIP
SNAP & WIC
HEALTH CENTERS**

2

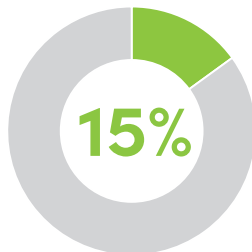
population data directing where resources, community services, and hospitals should go.



of Georgia's kids **did not have dental care** in the last year



of Georgia's kids **don't receive the behavioral health services** they need



of Georgia's kids **did not receive any medical care** in the last year

Georgia's county healthcare shortage

23

have **NO** dentist

76

have **NO** licensed psychologist

79

have **NO** OB-GYN

63

have **NO** pediatrician

9

have **NO** doctor



References: <https://tinyurl.com/y5v2fsx8>

Is Your County Prepared?

2020 Census

Per Person Federal Funding Available for Georgia



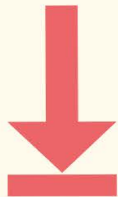
Census Based Federal Funding Provided to Georgia in FY16



County Population Gains and Losses from 2010-2018



54% (86)



46% (73)

Did You Know?



The 2020 Census will be the first census to be submitted online

19.2% of households in Georgia have no internet or dial up access only

Over **40%** of households in **34** counties have no internet access or dial up access only

Why Your County Should Form a LCCC

- ✓ Census data is used for federal funding, economic development, grant and program eligibility, planning, business relocation and expansion, LOST, and redistricting purposes and will have a 10 year impact on your county
- ✓ Counties need organizations and groups that work with hard-to-count communities to be engaged with census outreach to help ensure an accurate and complete count
- ✓ Local Complete Count Committee (LCCC) members can help market and promote the census within their organizations and networks
- ✓ Census outreach campaigns are easier to coordinate when all groups within the community are represented and working together



For more on LCCCs, visit http://www.accg.org/2020_census.php.