

2020 Census

What, Why, How?

Supporting a Robust, Fair and Accurate 2020 Census

Transportation Commission December 12, 2019

Census Day
April 1, 2020

110 DAYS
TO GO!



*"The actual **Enumeration** shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten Years**, in such Manner as they shall by Law direct."*

Why do we do a Census?

Representation

To ensure everyone has fair representation when important legislation is made affecting their communities, both nationally and locally.

U.S. House of Representatives

2010 Official Results



435 Total Representatives | 10 Representatives in Washington

Total Program Obligations: \$16,676,186,274

Funding

Counting for Dollars WASHINGTON

Total =
\$16,676,186,274
Per Capita = \$2,321
*

* Total Fiscal Year 2016 obligations for the 55 large Census guided federal expenditure programs divided by the population as of 1 July 2016

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$16,345,272,960			
Medical Assistance Program (Medicaid)	HHS	\$7,062,048,000	Community Facilities Loans/Grants	USDA	\$38,033,528
Federal Direct Student Loans	ED	\$1,336,191,946	Supporting Effective Instruction State Grants	ED	\$36,823,489
Supplemental Nutrition Assistance Program	USDA	\$1,452,893,518	Crime Victim Assistance	DOJ	\$48,821,061
Medicare Suppl. Medical Insurance (Part B)	HHS	\$1,125,500,538	CDBG Entitlement Grants	HUD	\$40,136,072
Highway Planning and Construction	DOT	\$682,958,983	Public Housing Capital Fund	HUD	\$25,002,000
Federal Pell Grant Program	ED	\$399,700,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$37,784,663
Section 8 Housing Choice Vouchers	HUD	\$509,706,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$15,081,100
Temporary Assistance for Needy Families	HHS	\$450,396,098	Social Services Block Grant	HHS	\$34,892,677
Very Low to Moderate Income Housing Loans	USDA	\$446,692,303	Rural Rental Assistance Payments	USDA	\$35,857,764
Title I Grants to LEAs	ED	\$242,701,346	Business and Industry Loans	USDA	\$20,180,000
State Children's Health Insurance Program	HHS	\$215,289,000	Career and Technical Education - Basic Grants to States	ED	\$20,522,876
National School Lunch Program	USDA	\$201,584,000	Homeland Security Grant Program	DHS	\$13,015,974
Special Education Grants	ED	\$230,436,683	WIOA Dislocated Worker Grants	DOL	\$20,083,489
Section 8 Housing Assistance Payments Program	HUD	\$94,646,688	HOME	HUD	\$18,607,152
Federal Transit Formula Grants	DOT	\$264,325,000	State CDBG	HUD	\$11,319,386
Head Start	HHS	\$185,682,699	WIOA Youth Activities	DOL	\$19,035,891
WIC	USDA	\$149,191,000	WIOA Adult Activities	DOL	\$16,336,037
Title IV-E Foster Care	HHS	\$86,876,649	Employment Service/Wagner-Peyser	DOL	\$14,981,703
Health Care Centers	HHS	\$125,908,671	Community Services Block Grant	HHS	\$8,957,923
School Breakfast Program	USDA	\$55,763,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$13,844,851
Rural Electrification Loans and Loan Guarantees	USDA	\$30,782,000	Cooperative Extension Service	USDA	\$6,812,636
Public and Indian Housing	HUD	\$45,835,000	Native Amer. Employment & Training	DOL	\$1,863,823
Low Income Home Energy Assistance	HHS	\$58,728,879			
Child and Adult Care Food Program	USDA	\$47,468,000	Federal Tax Expenditures		\$288,882,613
Vocational Rehabilitation Grants to the States	ED	\$55,616,244	Low Income Housing Tax Credit	Treas	\$192,277,754
Child Care Mandatory and Matching Funds	HHS	\$78,400,000	New Markets Tax Credit	Treas	\$96,604,859
Unemployment Insurance Administration	DOL	\$92,408,000			
Federal Transit - Capital Investment Grants	DOT	\$31,610,379	Federal Procurement Programs		\$42,030,701
Child Care and Development Block Grant	HHS	\$48,074,000	HUBZones Program	SBA	\$42,030,701
Adoption Assistance	HHS	\$39,864,241			

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>

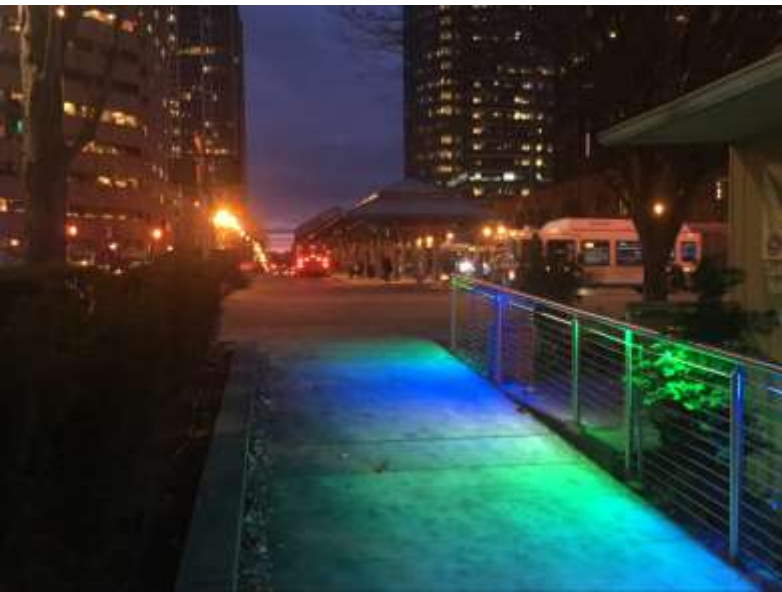
Federal and
State
Funding
coming to
Bellevue
since 2010

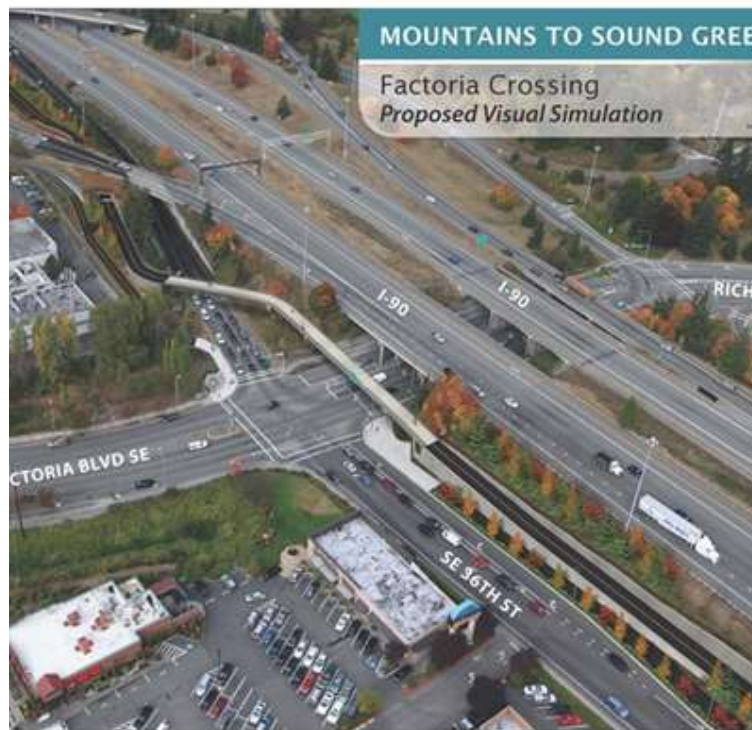
- **\$76,200,000** for Transportation projects
- **\$7,100,000** for Park projects
- **\$5,800,000** for Community Development Block Grants
- **\$40,900,000** in state distributions
- **\$112,200,000** to Bellevue School District

Bellevue transportation projects receiving federal grant funding since 2011:

- 124th Ave SE Connection to I-90 Trail (design)
- Connect Downtown Implementation
- East King County Bike Wayfinding (Bellevue Corridors)
- Mountains to Sound Greenway (pre-design, I-90 MP 10 to MP 13)
- 120th Ave NE Corridor (Widening)(NE 4th to NE 8th St) (Stage 1)
- NE 4th St Extension (116th to 120th Ave NE)
- 148th Ave NE/SE Pedestrian Safety Improvements - NE 29th PL to SE 38th St
- NE 8th St/Crossroads Mid-block Crossing
- Mountain to Sound Greenway Trail (Factoria to 150th design)
- Factoria Blvd Overlay
- Northup Way Connection to SR 520 Trail (108th to 122nd Ave NE)
- Communities in Motion Grant 7/1/16-12/31/18 (TDM I-90 School Pool (Community Trip Reduction Initiative-Federal))
- Citywide Safety Improvements
- West Lake Sammamish Parkway Sidewalk Connection (eastside of the 4300 block)
- 120th Ave NE (NE 8th St to NE 12th St)(Stage 2) (PE \$1,100,686)(\$3,189,761)
- Spring Blvd Multi-Modal Corridor (NE 15th-116th to 120th, Zone 1)(NE 15th-120th to 124th, Zone 2)(design)
- Richards Road/Lake Hills Connector Overlay (PE & CN)
- Lake Washington Blvd (Newport Hills P&R to SE 60th St)
- BelRed Road Preservation (124th Ave NE to NE 30th St)(CN phase only \$1.5M award benefitting, 95% Bellevue / 5% Redmond)
- 120th Ave NE (12th to 16th, Stage 3)







Why is Demographic Information Important?

(demos = people + graphics = measures)

To understand the diverse needs of Bellevue's population today and anticipate how needs might change in the future. With this **understanding** we can ensure:

- Everyone has **access** to city programs, services and facilities,
- Programs, services and facilities are **equitable**, creating a fair and just community,
- Programs, services and facilities are **inclusive**, providing a safe and gracious space where the entire community can engage in civic life,
- Residents have **opportunities** to connect to the resources they need, and
- **Cultural competence** is increasing, facilitating effective interactions between people from diverse cultures.

Adapted from the [guiding principles](#) in the City of Bellevue's Diversity Advantage Plan.

Informed Decisions

Decisions based on how many people would benefit or be impacted.

- How many older adults need transportation services?
- How many children would benefit from after school language programs?
- How many households are at risk of being displaced?
- How many people will be drawing on this water supply?

Strategies developed based on who we are serving and what their needs are.

- What types of programs would best serve people living near this community center?
- Where are our most vulnerable populations located?
- What languages should we translate a notice into?

When and how will the 2020 Census be conducted?

Timeline

- **March 12-24:** Mailings inviting people to complete the census questionnaire online
- **March 26-April 3:** Reminder postcard mailed
- **April 1: Census Day**

If people don't respond ...

- **April 8-16:** Reminder letter and paper questionnaire mailed
- **April 20-27:** Final reminder postcard mailed
- **May-late July:** Census takers knock on doors of households who have not responded to collect information in person

How can you respond?

- | | | |
|----|----------|-------------------------------------|
| 1. | Online | 12 non-English languages, |
| 2. | By phone | 12 non-English languages, or |
| 3. | By mail | Spanish & English + 59 lang. guides |

What questions will be asked?

- Age
- Hispanic Origin
- Race
- Relationship to householder
- Sex
- Tenure (Owner/Renter)
- Operational questions:
 - Number of people living at the address
 - Any additional people staying not included above
 - Telephone number of person filling out the questionnaire
 - Names of people living at address
 - Whether anyone usually lives or stays somewhere else

3. Is this house, apartment, or mobile home — Mark ☒ ONE box.

☐ Owned by you or someone in this household with a mortgage or loan? *Include home equity loans.*

☐ Owned by you or someone in this household free and clear (without a mortgage or loan)?

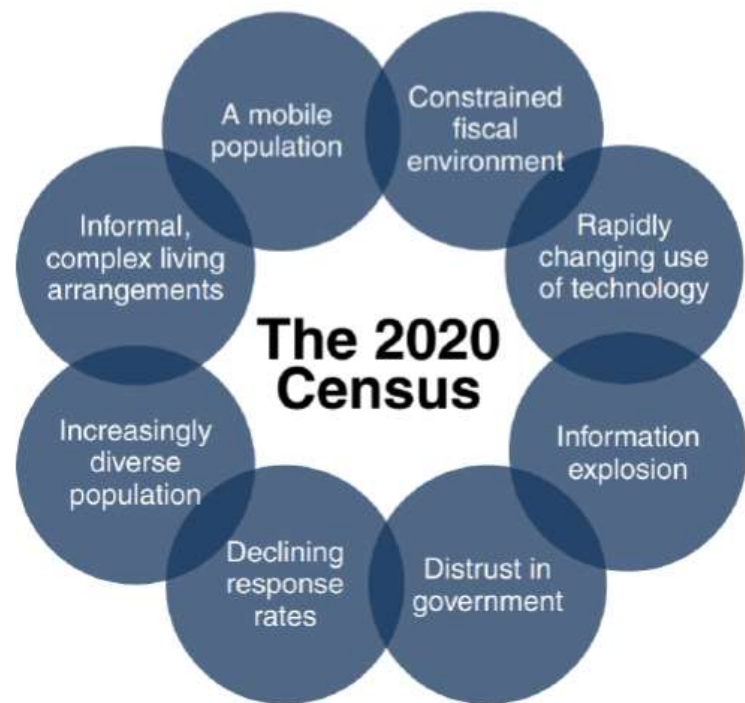
☐ Rented?

☐ Occupied without payment of rent?

Challenges: Declining Self-Response and Escalating Costs

New challenges in 2020

- **New self-response options** – Responding online could be challenging for those without internet access or with low digital skills. Concerns raised with how digital information will be protected.
- **Increased levels of public distrust in government** – Also, concerns raised about potential spread of misinformation or disinformation.
- **Reduced Census Bureau visibility** – Fewer local census area offices and reduced field presence will reduce local community visibility.



CHALLENGES

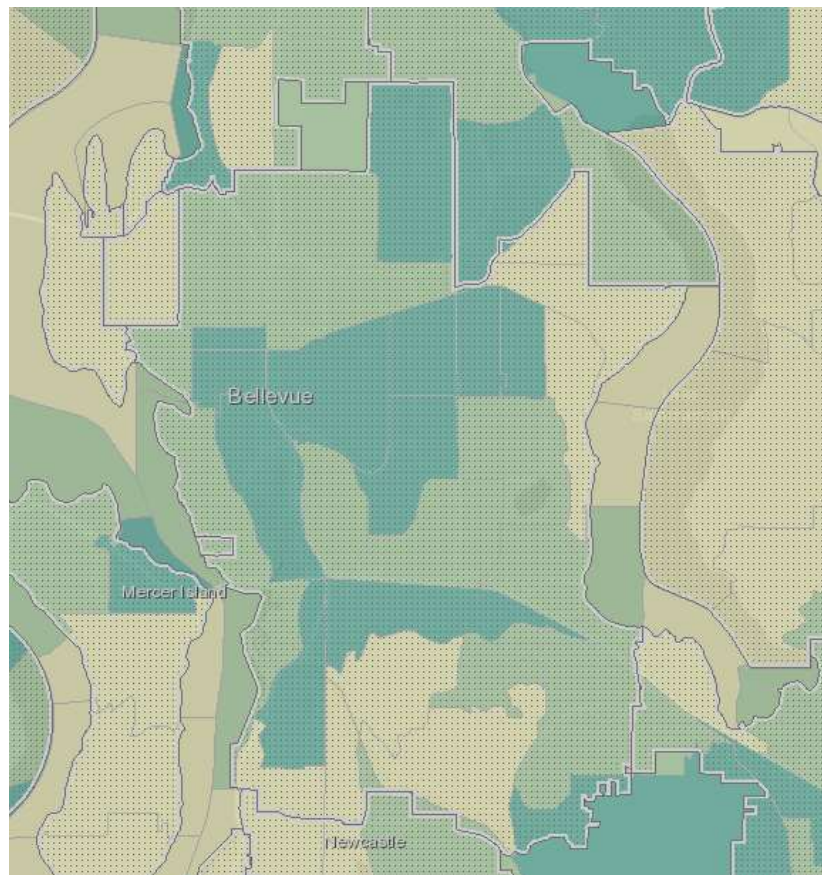
Hard to Count populations

- **Recent immigrants** - About 24,500 Bellevue residents, or **17 percent** of Bellevue's population **entered the U.S. after 2010** and have never participated in a U.S. Census before.
- **Limited English speakers** – Nearly **43 percent** of Bellevue's residents five years and over **spoke a language other than English** at home in 2017, and nearly 15 percent reported they spoke English less than "very well."
- **Non U.S. citizens** – About 34,169 Bellevue residents were not U.S. citizens in 2017, nearly **a quarter** of Bellevue's overall population

CHALLENGES

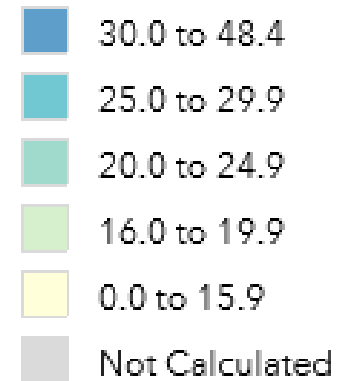
Hard to Count populations

- **Highly mobile populations** such as **renters** who in 2017 comprised about **45 percent of Bellevue's households**, the homeless population and young adults, especially young males.
- **Young children zero to four years of age** (especially babies) - comprised over 5 % of Bellevue's population.
- **Low income households** without access to the internet, and people living in overcrowded situations.
- [Response Outreach Area Mapper](#) (ROAM)

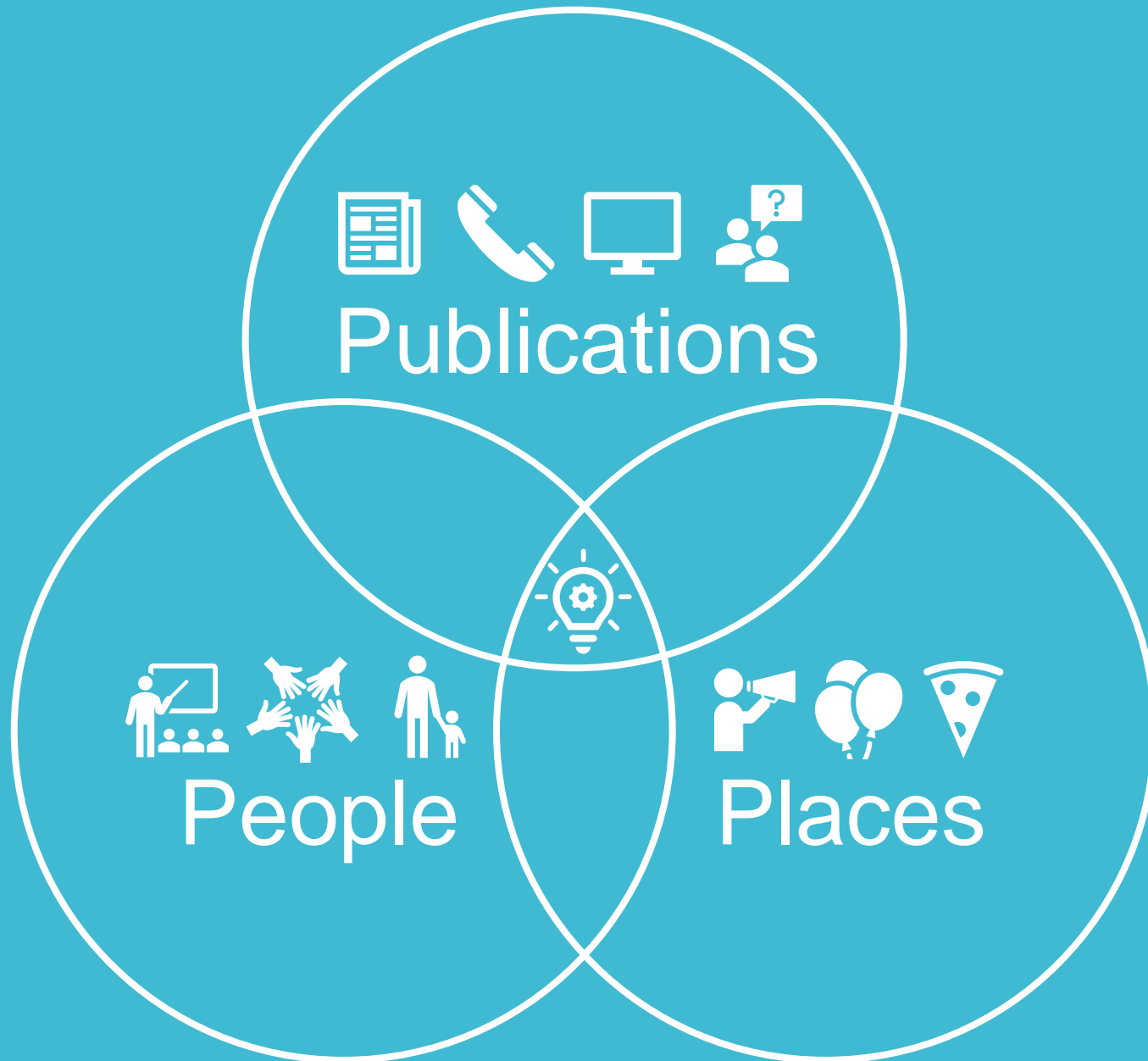


Predicted Mail Non-Response Rate (%)

Low Response Score by 2017 Census Tract (2019 Planning Database)



Areas with concentrations of hard to count populations.



What we are doing to combat these challenges: Efforts to date

- **Local Update to Census Addresses** – City Address Coordinator has combed through and corrected master address list.
- **Identifying Local Benefits to Bellevue** – Financial analysts and grant program staff gathered data on **local projects receiving federal and state funding**.
- **Eastside Collaboration** – the **East King County Communities Count Committee** was launched in September bringing local governments, school districts, and community based organizations together to collaborate on raising awareness of the 2020 Census.
- **Council Proclamation and \$50K Contribution to the Regional Census Fund** – On April 15, Bellevue City Council proclaimed the month of April 2019 to be Census Awareness month and announced the city was contributing **\$50,000** to the **Regional Census Fund**.
- **Print and Digital Publications** – Articles in **The Bellevue Reporter**, **It's Your City** and the creation of a **2020 Census webpage** on the city's website.

2020 CENSUS LET'S GET REAL

REAL DATA • REAL ISSUES

Receive important information dealing with issues
affecting you and your community.

Thursday, April 4, 2019 • 3–6 p.m.
Redmond City Hall • 15670 NE 85th St

REGISTER TODAY

www.eventbrite.com/e/2020-census-lets-get-real-tickets-58035878876

Recommended for community leaders in nonprofits, faith communities, local government, business, schools, and other community organizations.

- Get an overview of the challenges to getting a complete count in 2020
- Learn what's at stake
- Hear about the East King County Complete Count Committee
- Explore your role and involvement in next steps

Light refreshments provided.



Direct accessibility service requests to Redmond's Customer Service Center at
425.556.2900 option 7 or via email at info@redmond.gov.



City of Bellevue | Proclamation

Whereas: The next U.S. Census will start in less than a year on April 1, 2020 and will be the first ever to rely heavily on online responses; and

Whereas: An accurate census count is critical for determining how much federal funding Washington state receives and for ensuring fair congressional representation in the U.S. House of Representatives and in redistricting state legislatures, county and city councils, and school and voting districts; and

Whereas: Washington state received \$16 billion in 2016 through federal programs based on 2010 census data for a number of critical services including schools, health care centers, roadway and transit improvements, energy assistance, children's health insurance, technical education, and community development block grants; and

Whereas: An accurate census count informs vital decisions about housing needs, human services, emergency preparedness, utility and transportation investment, business growth, and other key programs and services; and

Whereas: The biggest challenge facing the Census Bureau is the undercount of certain population groups, disproportionately affecting newly immigrated residents; and

Whereas: The Census Bureau reached a 74 percent mail-in participation rate in 2010, relying on trusted partners such as civic, social and religious organizations; and

Whereas: The census is a massive undertaking that requires collaboration and a broad range of partnerships to achieve a complete and accurate count; and

Now, therefore, I, John Chelminiak, Mayor of the City of Bellevue, Washington, and on behalf of its City Council, do hereby proclaim April 2019 as:

2020 Census Awareness Month

and reaffirm Bellevue's commitment to partnering with the U.S. Census Bureau to help ensure a complete and accurate population count in 2020.

John Chelminiak, Mayor
Mayor



City News

- City Clerk's Office News
- City Council News
- City Manager's Office News
- Community Development News
- Development Services News
- Fire News
- Parks & Community Services News
- Police News
- Transportation News
- Utilities News

Help make 2020 census a success in Bellevue

Grant applications now accepted for Regional Census Fund

Organizations across King County are invited to apply for a grant between \$5,000 and \$20,000 for 2020 Census outreach, education and questionnaire assistance in historically undercounted communities. Applications will be accepted through Wednesday, Oct. 16.

The grants are offered through the [Regional Census Fund](#), a partnership between the Seattle Foundation, King County, Seattle, Bellevue, Kirkland and Redmond. With money from the fund – administered by the Seattle Foundation – organizations can support a robust and accurate census throughout King County. You can review the [request for proposal guidelines](#) under Seattle Foundation's [Current Grant Opportunities page](#). A total of \$450,000 will be available.

The Regional Census Fund supports organizations seeking to organize, inform, activate and assist residents in historically underrepresented communities who may be undercounted in the census.

Public information sessions about this grant opportunity will be held in the following areas:

- **East King County:** Tuesday, Sept. 24, noon-1 p.m. at Kirkland City Hall (123 Fifth Ave., Kirkland) in partnership with the cities of Kirkland, Redmond, Bellevue and the East King County Communities Count Committee
- **Seattle:** Friday, Sept. 27, 10 a.m.-12:30 p.m. at Urban League Seattle (105 14th Ave., Seattle)
- **Seattle:** Wednesday, Oct. 2, 6-7 p.m. Location TBD
- **North King County:** Date and time TBD at Kenmore City Hall (18120 68th Ave. NE, Kenmore) in partnership with the Kenmore Complete Count Committee





Demographic Data

- City Demographic Profile
- Population Trends
- Cultural Diversity
- Age Diversity
- Education and Prosperity
- Households and Housing
- Summary Trends

2020 Census

2020 Census: Bellevue Counts

Once every 10 years, the [U.S. Census Bureau](#) counts every person in the United States. As part of its "Bellevue Counts" campaign, the city is promoting awareness of the upcoming 2020 census. The census determines:

- The number of seats each state gets in the U.S. House of Representatives.
- How much money each state and local community gets from the federal government for schools, transportation, healthcare, housing and more. In 2016, Washington received \$2,300 in federal funds per person.
- State and local legislative redistricting.

Everyone counts!

Of note for Bellevue, everyone residing in the city, including citizens of foreign countries living here, is tallied in the census. Planned questions for the census include age, sex, race and homeownership status.

Timeline

The schedule for the 2020 census includes the following milestones in 2020.

- **March 12-24:** Mailings inviting people to complete the online census questionnaire
- **March 26-April 3:** Reminder postcard mailed
- **April 8-16:** Reminder letter and paper questionnaire mailed
- **April 20-27:** Final reminder postcard mailed
- **May-late July:** Census takers knock on doors of households who have not responded to collect information in person.

Census in Multiple Languages

Raising awareness about the 2020 census—why it matters and what to expect

By Gwen Rousseau, Senior Planner

The 2020 census – the 10-year count of every person living in the United States – is less than a year away, and the city is working to raise awareness

about the importance and value of filling out the questionnaire.

Why it matters

The U.S. Census Bureau has been counting residents every

decade since 1790 to determine how many seats each state gets in the U.S. House of Representatives. The census also provides the basis for distributing federal and state dollars to cities and counties.

Washington state received an average of \$2,300 in federal dollars per person in 2016 alone, with funding going to schools, transportation, health care, nutrition, housing and energy assistance.

Since 2010, Bellevue has received over \$83 million in federal and state funds for transportation and parks projects based on the census count. These funds contributed to:

- Widening of 120th Avenue Northeast, between Northeast Fourth and 12th streets;
- Pedestrian safety improvements along Northup Way and 148th Avenue;
- Design and construction of portions of the Mountain to Sound Greenway trail, including a pedestrian bridge;
- Construction of Inspiration

Playground at Downtown Park;

- Construction of the Lower Coal Creek Trail; and
- Construction of Meydenbauer Bay Park.

An accurate census will also enable the city to plan programs and services that fit the needs of its growing and diversifying population.

How census will be taken

Next March, the Census Bureau will mail every household a postcard inviting them to go online to fill out the census questionnaire. If a household does not fill out the online questionnaire, the Census Bureau will mail them a paper one. Hundreds will also have the option to answer the questionnaire by phone. In May, Census Bureau staff will begin knocking on the doors of households who have not yet responded.

Stay informed

More information about the 2020 census is available at BellevueWA.gov/2020census.



State and federal funds that came Bellevue's way as a result of the 2010 census, helped pay for Inspiration Playground at Downtown Park.

2020 Census Taskforce

Projects2 > 2020 Census Taskforce



BELLEVUE COUNTS 2020 Census

Vision: Every Bellevue resident has complete and accurate information about the importance, safety and ease of participating in the 2020 Census. Every resident who decides to participate knows how to self-respond and understands the importance of responding promptly.

Mission: Raise awareness amongst our Bellevue constituency of the importance, safety and ease of participating in the 2020 Census by:

- Identifying opportunities across all departments for communicating with the public whether in person, via publications, or at facilities or events,
- Developing a toolkit of communication materials,
- Training frontline staff,
- Sharing information and materials with community partners, and
- Saturating communication pathways with messages about the importance, safety and ease of participating in the 2020 Census especially in areas with low rates of response.

Frequently Asked Questions

Project Contacts

+ new item or edit this list

✓ Q.	A.
What is the 2020 Census?	... Once every 10 years, the U.S. Constitution requires a full count of the population to reapportion seats in the U.S. House of Representatives. Everyone is counted once, only once and in the right place. The next decennial Census will be on April 1, 2020.
What questions will be asked on the 2020 Census?	... Questions asked on the 2020 Census will be regarding each person's: <ul style="list-style-type: none">• Age• Hispanic Origin• Race• Relationship to the householder• Sex• Tenure (Owner/Renter) <p>In addition, other operational questions will be asked to help ensure no-one is counted more than once. These questions include:</p> <ul style="list-style-type: none">• The number of people living at the address

2020 Census Taskforce Members

- Benjamin Jones
- David Grant
- Heather Wong
- Helena Stephens
- Jami Fairleigh
- Jason Banks
- Guthrie, Jessica
- Jules Shepherd



Eastside gears up for 2020 census

By Gwen Rousseau, Senior Planner

Leaders from across the Eastside have formed an East King County 2020 Census Communities Count Committee to gear up for the 2020 census and to raise awareness about its importance to our local communities. Councilmember Conrad Lee represents Bellevue on the committee.

As part of a growing and dynamic region, Bellevue and other Eastside cities need reliable data to respond to the changing needs of our populations. An accurate census will also ensure fair political representation for the area as well as fair allocation of federal and state funding here for the next 10 years.

Raising awareness of the census on the Eastside, however, includes some challenges.

In Bellevue, about 26,000, or 18 percent of our residents, moved to the United States after 2010, and have never participated in a U.S. census.

About 42 percent of our population speak a language other than English at home, and 14 percent report they speak English less than “very well.”

About 47 percent of Bellevue’s households are renters who are often highly mobile and more challenging to reach.

With this challenge comes opportunity to build knowledge, capacity and strength within our local communities. The cities of Bellevue, Seattle, Kirkland and Redmond joined forces with the Seattle Foundation and King County to create a Regional Census Fund, which is providing grants to local grassroots organizations to conduct census outreach.

A total of 21 organizations across King County were granted over \$650,000 in the summer, and another \$450,000 was made available this fall. With the grants, the organizations are answering questions and providing facts about the 2020 census. Young and old are becoming census ambassadors, organizing events and building a trusted network of community leaders.

You too can help support a robust, fair and accurate 2020 census. Visit our websites to learn how you can get involved BellevueWA.gov/2020census and ERICMembers.org/2020-census.

And remember to watch for a postcard from the U.S. Census Bureau next March! The census counts and so do you!

Key Messages

- **Power and money.** The decennial census is the cornerstone of our democracy ensuring WA gets its fair share of representatives in Congress. It also informs the distribution of billions dollars every year (\$675B in 2016 alone).
- **10 questions, 10 minutes, 10 years.** It takes just 10 minutes to answer 10 questions that will shape investments in your community for 10 years.
- **Confidential, secure and protected by law.** Title 13 prohibits the U.S. Census Bureau from sharing your responses with any court or other government agency, including the FBI, ICE or the Department of Homeland Security.
- **Everyone counts.** The 2020 Census will count everyone – from newborns to grandparents. Everyone living in the United States, regardless of how long they have lived in the U.S. is required by law to be counted in the 2020 Census.

How You Can Help

- **Become a Census Ambassador by educating yourself and others.** Check out 2020census.gov to view numerous factsheets and videos on 2020 Census basics.
- **Tell people about Census jobs.** Census takers can work flexible hours and earn up to \$25.50 per hour in King County.
- **Develop a work plan** identifying **people, publications and places** to spread the word about the 2020 Census.
- **Post on social media** on the **What, Why and How** of the 2020 Census.
- **Include a 2020 Census article in your publications** such as your **website** or **newsletter**, and hang **2020 Census posters** at your **facilities**.
- **Make announcements about the 2020 Census at events** highlighting the **importance, ease and confidentiality** of responding.
- Host a **Census Party, Questionnaire Assistance Center or Kiosk**

For more information

Gwen Rousseau, AICP, Senior Planner
Community Development
(425) 452-2743
grousseau@bellevuewa.gov

City of Bellevue: bellevuewa.gov/2020census

East King County [Communities Count Committee](#)

King County [Regional Census Committee](#)

Washington State [Complete Count Committee](#)

Pierce County [2020 Census webpage](#)

East King County [Communities Count Committee](#)

U.S. Census Bureau webpages: 2020census.gov
and [Become a Census Partner](#)



BELLEVUE COUNTS

2020 Census

Be counted and help our community thrive!

2020census.gov