



2020 Census What, Why, How?

Supporting a Robust, Fair and Accurate 2020 Census

Gwen Rousseau | Community Development
Planning Commission January 22, 2020

Watch Bellevue's 2020 Census video by clicking the link below.

<https://youtu.be/XFBhYN6nrQg>




Outline

1. What is the decennial census and why is it important?
2. How and when will it be conducted?
3. What are the challenges with getting a complete count?
4. Strategies to raise awareness

April 1 is Census Day

Article 1, Section 2 U.S. Constitution

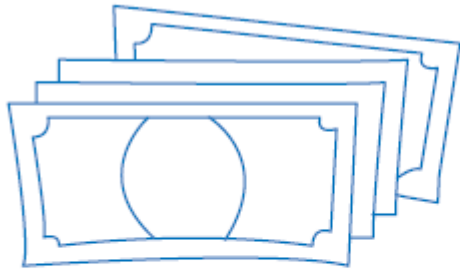
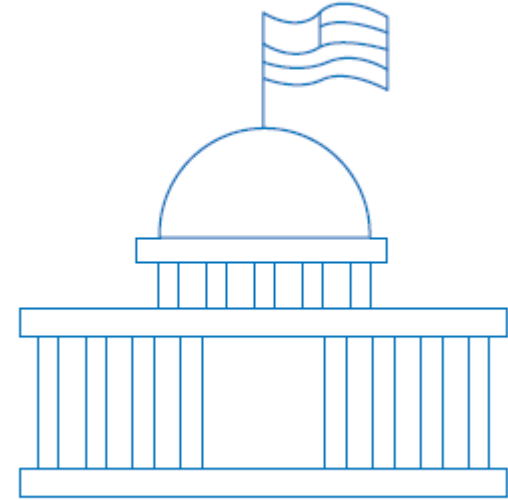
*"The actual **Enumeration** shall be made within three Years after the first Meeting of the Congress of the United States, and **within every subsequent Term of ten Years**, in such Manner as they shall by Law direct."*

A map of the United States, including Alaska and Hawaii, is shown in a dark blue color. Numerous light blue location pins are scattered across the map, representing various locations. The text "Count everyone once, only once, and in the right place." is overlaid on the map in a white, bold, sans-serif font.

**Count everyone
once, only once,
and in the right place.**

Why do we do a census?

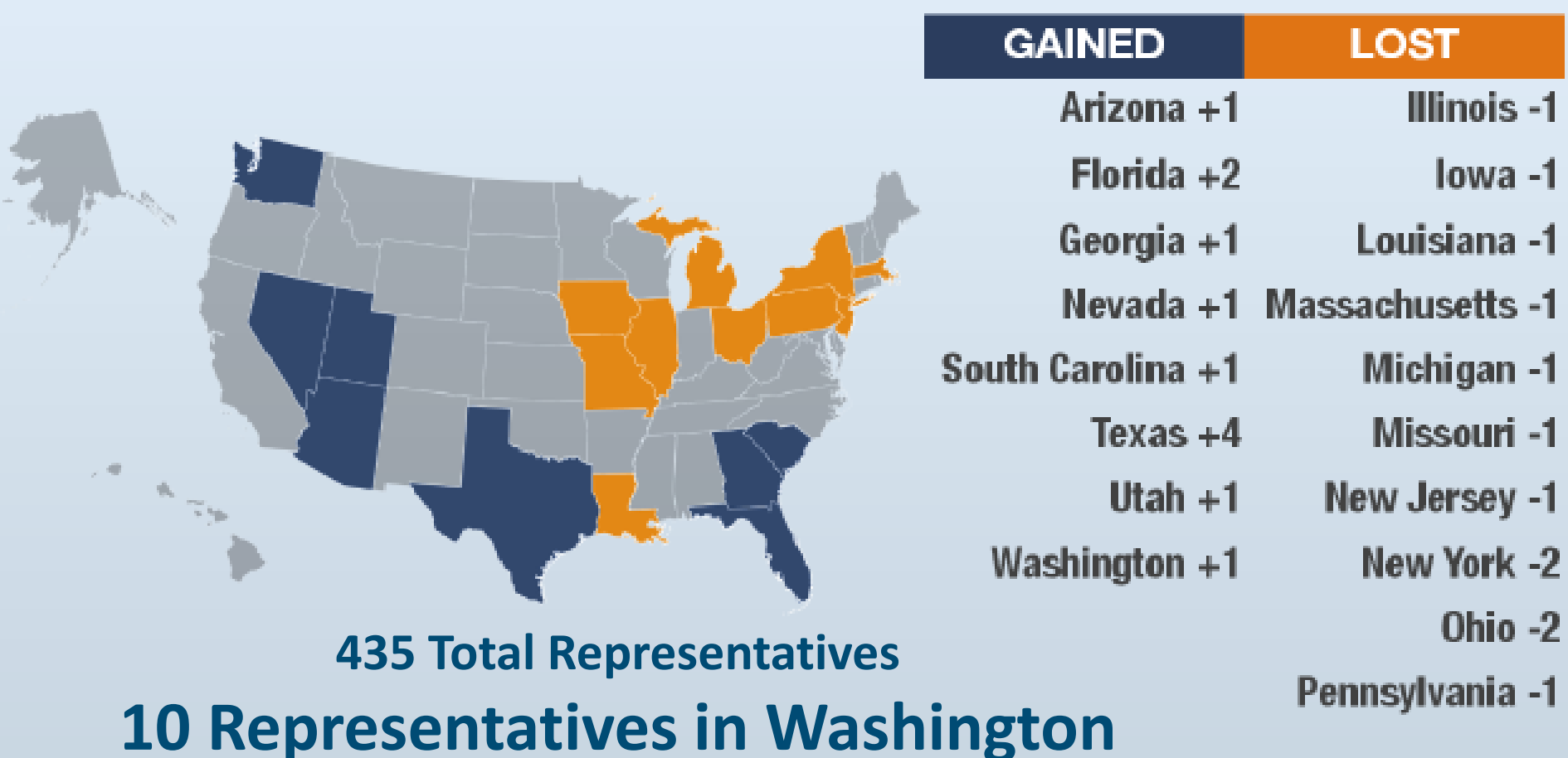
- Democracy
- Data
- Dollars





Why do we do a census?

2010 Official Results





Why do we do a census?

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.



Why do we do a census?

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

- How many children, youth and teens would benefit from after school programs?
- How many older adults need transportation or home care services?
- 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 our notices into to make them more accessible and universal?



Why do we do a census?

COUNTING FOR DOLLARS 2020: WASHINGTON

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

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

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
State Children's Health Insurance Program	HHS	\$200,424,400	WIC State Child Nutrition Grants	DOJ	\$20,000,000

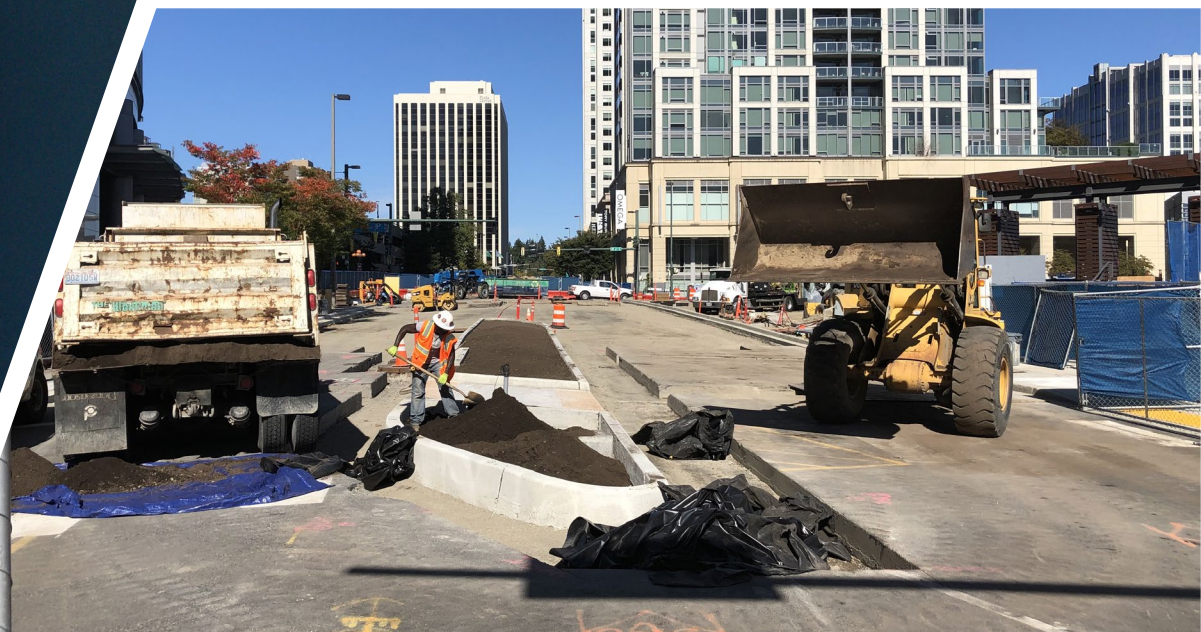


Why do we do a census?

Federal and State Funding coming to Bellevue since 2010:

- **\$112,200,000** to Bellevue School District
- **\$76,200,000** for Transportation projects
- **\$40,900,000** in state distributions
- **\$12,900,000** for Parks & Human Services







Meydenbauer Bay Park



Lower Coal Creek Trail



Recreation Field Lighting Upgrades



Inspiration Playground



How and when will it occur?

There are three ways to respond to the 2020 Census:

1) Online, 2) by phone or 3) by mail.

Timeline:

- **March 12-24:** Letters mailed inviting people to respond **online or by phone**
- **March 26-April 3:** Reminder postcard mailed
- **April 1: Census Day – Count Everyone as of April 1!**

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 will it occur?

Everyone can respond **online** or by **phone** in English and in these 12 additional languages plus American Sign Language:

- | | | |
|---|------------|--|
| 1. Spanish | 5. Russian | 10. Haitian Creole |
| 2. Chinese (Simplified/
Mandarin, Cantonese) | 6. Arabic | 11. Portuguese |
| 3. Vietnamese | 7. Tagalog | 12. Japanese |
| 4. Korean | 8. Polish | 13. Telecommunication
device for deaf |
| | 9. French | |

[Language guides](#) in video and print will also be available in 59 languages plus braille and large print.



How will it occur?

The census questionnaire will ask you the following:

- how many people are or will be living or staying in your home on April 1, 2020,
- if anyone else is staying with you,
- whether you own or rent your home,
- your telephone number,
- your name,
- your sex,
- your age/date of birth,
- if you are of Hispanic, Latino or Spanish origin,
- your race, and
- the relationship of other household residents to the person filling out the form.

A snippet of a census form is shown, tilted at an angle. It contains question 3, which asks about the type of housing tenure. The question is: "3. Is this house, apartment, or mobile home — Mark ☒ ONE box." Below the question are four options, each with a checkbox: "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?", and "Occupied without payment of rent?".

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?



How will it occur?

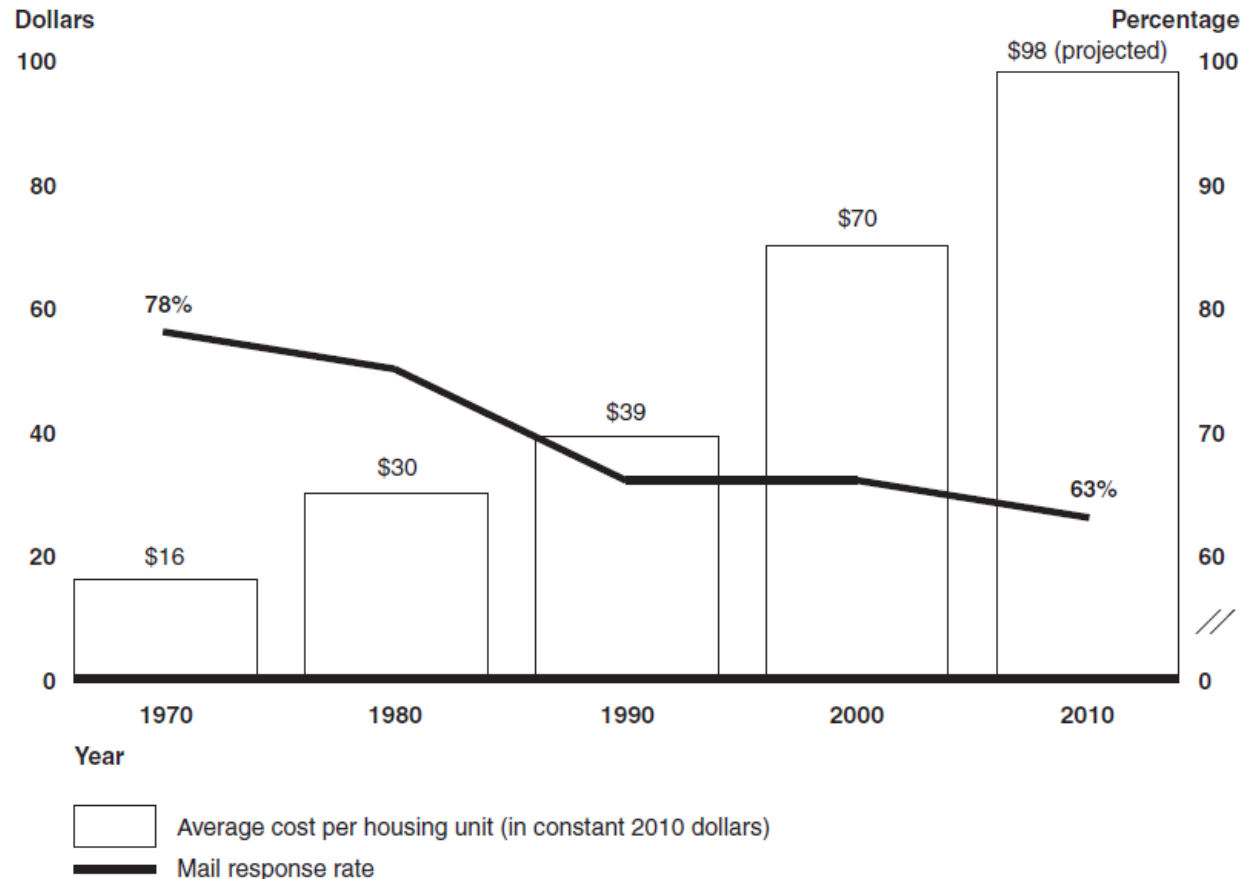
Your census responses are protected by law.

- Governed by Title 13
- Can only be used for statistical purposes
- Cannot be used against you
- Your individual information cannot be disclosed for 72 years
- Census staff swear and oath for life
- Violation of the oath could mean a \$250,000 fine and/or 5 years in prison

What are the challenges?

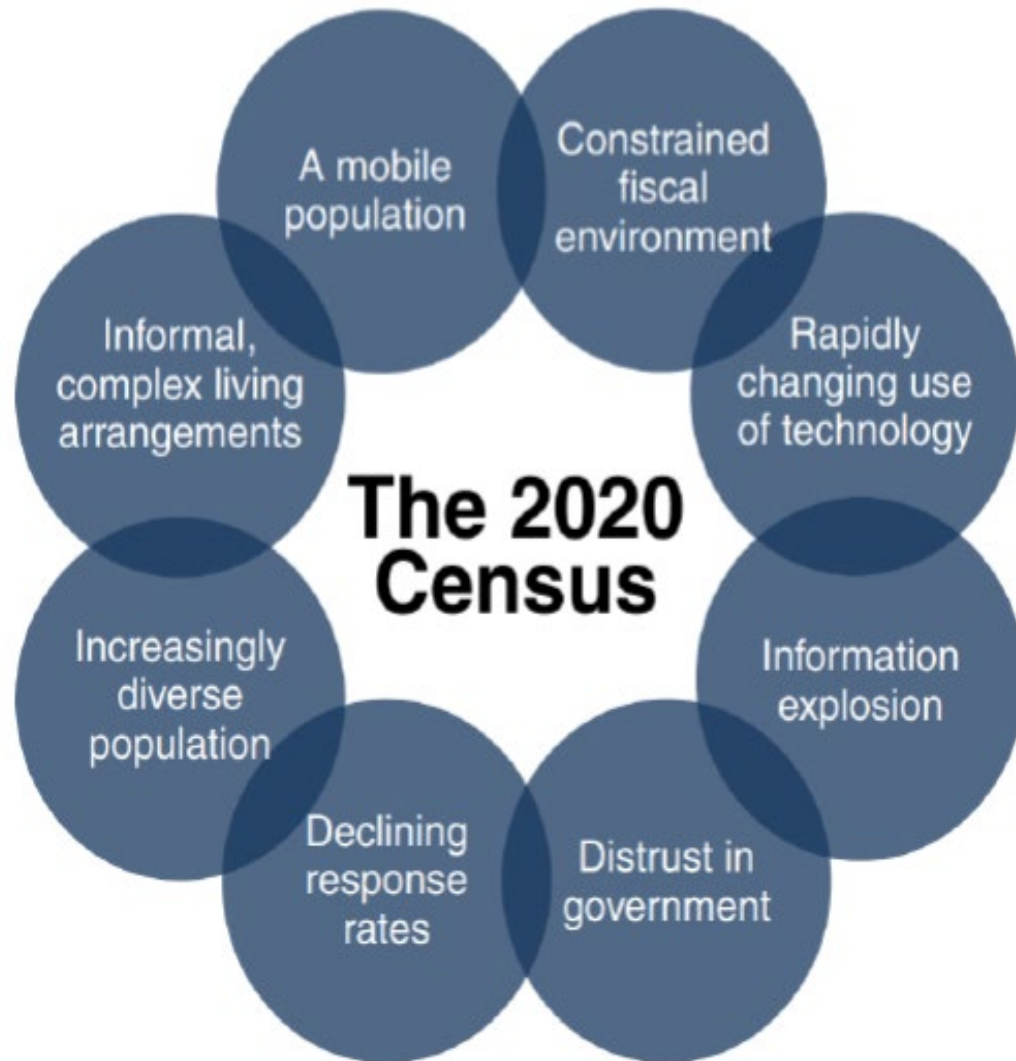
- Declining self-response
- Escalating costs

Figure 1: The Average Cost of Counting Each Housing Unit (in Constant 2010 Dollars) Has Escalated Each Decade While Mail Response Rates Have Declined



Source: GAO analysis of Census Bureau data.

What are the challenges?





What are the challenges?

Historically undercounted 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



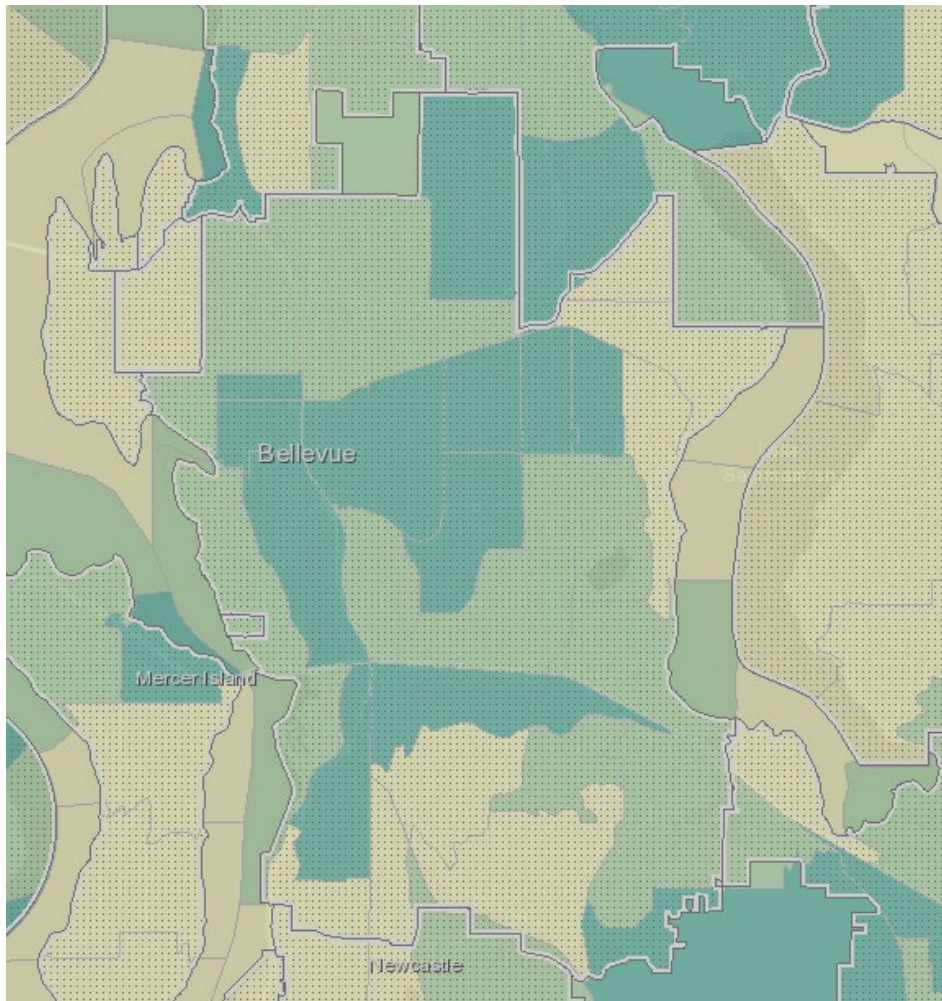
What are the challenges?

Historically undercounted populations

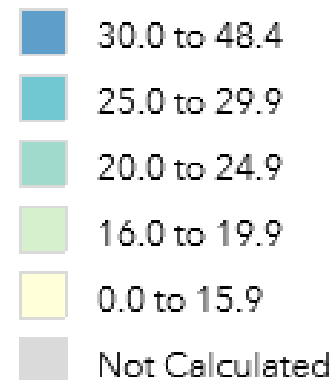
- **Highly mobile populations** such as **renters** who in 2017 comprised about **45 percent of Bellevue's households**, the homeless population and young adults, especially young males.
- **Young children zero to four years of age** (especially babies) - comprised over 5 % of Bellevue's population.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

What are the challenges?

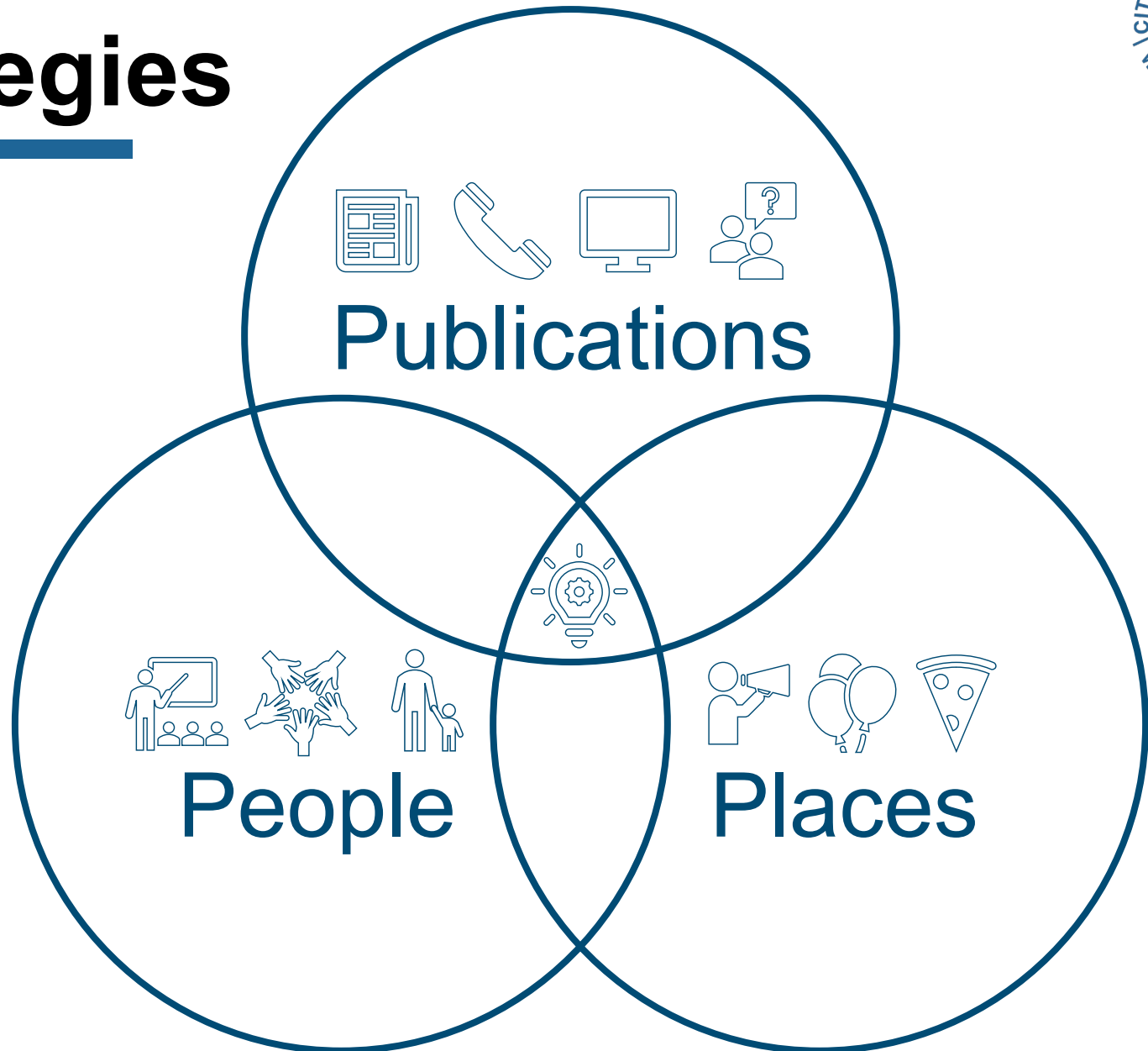
Predicted Mail Non-Response Rate (%)



Low Response Score by 2017
Planning Database)



Strategies





Strategies

Efforts to date:

- ❖ Local Update to Census Addresses
- ❖ Identifying Local Benefits to Bellevue
- ❖ Eastside Collaboration
- ❖ Council Proclamation and \$50K Contribution to the Regional Census Fund
- ❖ Print and Digital Publications

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 effecting 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, racial and religious organizations and



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

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

[+ 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

Project Contacts

2020 Census Taskforce Members

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

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.

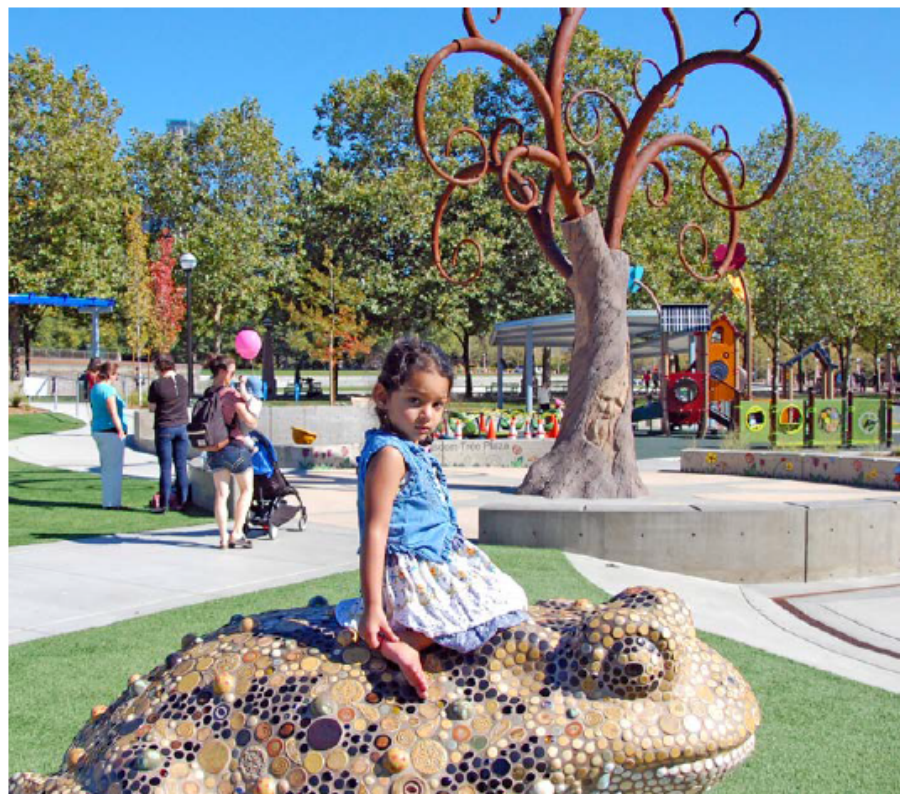
An accurate census will also enable the city to plan programs and services that fit the needs of its growing and diversifying population.

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.

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!

neighborhood news

Become a 2020 Census Ambassador



**BELLEVUE
COUNTS**
2020 Census

Help ensure that Bellevue has the political power, financial resources and demographic information to shape the future of our community. Become a Census Ambassador and spread the word that everyone counts! Together we thrive.

Here are some things you can do to help as a Census Ambassador:

- Include articles and information on the 2020 census in upcoming publications such as newsletters for your business, community group, or homeowner's association (Feb-May). There are a number of communication samples and additional information on our webpage that describe how Bellevue will benefit from an accurate 2020 Census, what to expect when the census kicks off in March, how to fill out the questionnaire, where to get help or answers to your questions and how to recognize a census taker if they knock on your door.
- Be a census expert and help your neighbors! Get your questions answered and discover all the facts about the census so you can be a source for accurate census information. Check out 2020Census.gov to learn all the basics, including

Making the 2020 Census Count for Your Neighborhood



**BELLEVUE
COUNTS**
2020 Census

Have you considered any of these questions: How do I advocate effectively for traffic safety improvements along my street? How do I illustrate the need for English as a second language programming at my community center? How can I help ensure that children and older adults in my neighborhood are prioritized for assistance in the case of an emergency? Making a strong case for all of these important priorities begins with providing accurate data on how many people will be impacted.

Having accurate population data helps decision makers direct the right amount of resources to the right places so that tax dollars are spent on programs and facilities that are most effective. The census is the critical source for much of that data.

Knowing how many people walk, bike, take transit or drive along your street will illustrate the magnitude of safety benefits for any street or sidewalk improvements. Knowing the number of people who speak English "less than very well" in my neighborhood and the specific languages that they speak would enable managers of community centers to design programs and schedules for the needs of people in the community. Knowing where older adults and children

Everyone Counts. Together We Thrive!

2020census.gov



You will receive an invitation in the mail

Every household will have the option of responding **online**, by **phone** or by **mail**. Online and phone questionnaires are available in English and 12 non-English languages.

Respond online or by phone

March 12-20	Invitations to respond are mailed.
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CENSUS DAY – Count everyone as of April 1!

If you have not yet responded

April 8-16	Paper questionnaires are mailed.
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May-late July	Census takers follow up in person if you have not responded online, by phone or by mail.
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**BELLEVUE
COUNTS**
2020 Census

Need additional information?

Visit **2020census.gov**.

Visit Bellevue City Hall, Mini-City Hall at Crossroads Bellevue or any King County library.



For alternate formats, interpreters, or reasonable accommodation requests please phone at least 48 hours in advance 425-452-2743 (voice) or email grousseau@bellevuewa.gov. For complaints regarding accommodations, contact City of Bellevue ADA/Title VI Administrator at 425-452-6168 (voice) or email ADATitleVI@bellevuewa.gov. If you are deaf or hard of hearing dial 711. All meetings are wheelchair accessible.

CDD_19_5083

10 minutes questions years

It takes **just 10 minutes** to answer **10 questions** that will shape investments in our community for **10 years**



How Bellevue Benefits

Census results guide investments in our community. Following are examples of federal and state funds Bellevue has received over the past ten years guided by results from the 2010 census.



\$76.2 million

for transportation planning and construction



\$5.8 million

for Community Development Block Grants



\$112.2 million

for Bellevue School District



\$40.9 million

in Washington state tax distributions

What to Expect

The census questionnaire will ask you:

1. how many people are or will be living or staying in your home on April 1, 2020,
2. if anyone else is staying with you,
3. whether you own or rent your home,
4. your telephone number,
5. your name,
6. your sex,
7. your age/date of birth,
8. if you are of Hispanic, Latino or Spanish origin,
9. your race, and
10. what the relationship of other household residents is to the person filling out the form.



Your personal information is kept confidential by law. The Census Bureau may not share your responses with any court or other government agency, including the FBI, ICE or the Department of Homeland Security. Your responses cannot be used against you by any government agency or court.

April 1, 2020, is Census Day

Count yourself where you live and sleep most of the time **as of April 1.**

Count everyone in your household, including newborn babies as of April 1. Your household includes all people living or staying in your home regardless of their relationship to you.





Strategies

Key messages include:

- **Everyone counts.** The 2020 Census counts everyone – from newborns to grandparents regardless of how long they have lived in the U.S.
- **10 questions, 10 minutes, 10 years.** Your answers will shape investments in Bellevue for the next 10 years.
- **Power and money.** It is the cornerstone of our democracy and guides the distribution of billions dollars every year.
- **Confidential, secure and protected by law.** The Census Bureau is prohibited from sharing your responses with any court or other government agency, including the FBI, ICE or the Department of Homeland Security.



Strategies

Become a Census Ambassador by:

- Educating yourself and others. Check out 2020census.gov, www.ofm.wa.gov/2020census and www.bellevuewa.gov/2020census
- Telling people about Census jobs.
- Posting on [social media](#) the what, why and how of the 2020 Census,
- Adding Bellevue's 2020 Census logo to your [email signature](#),
- Including a [2020 Census article](#) in your publication,
- Hanging 2020 Census [posters](#) at your facilities,
- Making [announcements](#) about the 2020 Census at events,
- [Hosting a Census Party](#), Questionnaire Assistance Center or Kiosk,



For more information

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



BELLEVUE **COUNTS**

2020 Census

Everyone counts. Together we thrive!

2020census.gov