



The 2020 Census

What's at Stake, What's New, and Why it Matters

B

Mayor Martin J. Walsh

1. **Representation:** Determines how many seats each state has in the US House of Representatives and therefore influence in the Electoral College
2. **Redistricting:** Congressional districts, state legislative districts, and local city council districts are redrawn for the next ten years
3. **Federal Funding:** \$16 Billion in Federal Funding for Massachusetts
 - a. Much of this funding helps the most vulnerable among us, providing, for instance, health care, education, food and nutrition programs, housing, and child care for low-income families
 - i. Medicaid, Medicare, SNAP, Section 8 Vouchers, Title 1 Education Grants, Head Start, CDBG
 - ii. For every resident who is not counted in MA, \$2,372 in funding is missed

- **Technology**

- First decennial census planned to take place online or over the phone
- Cybersecurity concerns, disparities in access to broadband

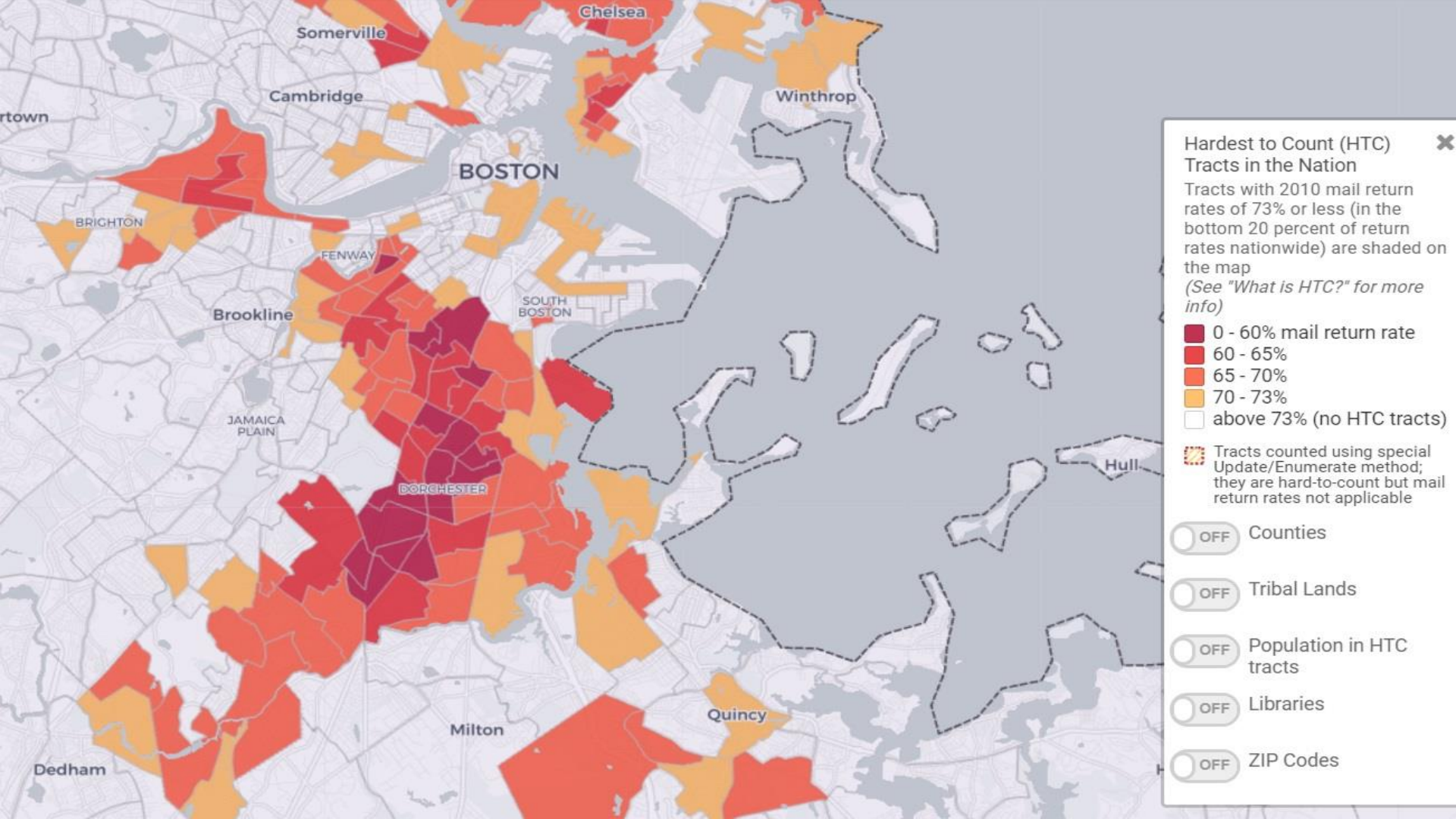
- **Reduced Funding**

- Federal funding for the 2020 Census is seeing level funding from ten years ago despite the increasing costs of outreach
- The Census Bureau is planning to open fewer regional offices and hire fewer canvassers (500,000 in 2010 compared to 350,000 in 2020)

- **Citizenship Question**

- **Citizenship question is officially off** for 2020, potential for chilling effect

- Boston is the ninth hardest to count city among the largest 100 U.S. cities
- Boston has the largest total number of people in MA living in HTC tracts (nearly 415,000 or 63% people in 2014)
- Particularly hard to count populations include:
 - **Renters**, those who move frequently, and/or live in non-family households
 - ≈ 60% of Bostontians rent
 - **Recent immigrants**
 - 28.9% of city's population is foreign born. 48% of BPS students have at least one foreign-born parent.
 - **Populations that speak little or no English**
 - 37% of Boston speak a language other than English at home
 - **Children under age 5**
 - 11.2% of Boston's family households
 - Individuals with **lower incomes** or **lower educational attainment**
 - ≈ 33% of city's households make less than \$35,000



Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map
(See "What is HTC?" for more info)

- 0 - 60% mail return rate
- 60 - 65%
- 65 - 70%
- 70 - 73%
- above 73% (no HTC tracts)

Tracts counted using special Update/Enumerate method; they are hard-to-count but mail return rates not applicable

- OFF Counties
- OFF Tribal Lands
- OFF Population in HTC tracts
- OFF Libraries
- OFF ZIP Codes

- **Web Page is Live**
 - Boston.gov/2020-census
 - One pager in 6 languages (English, Spanish, Haitian Creole, Vietnamese, Chinese, Cape Verdean Creole)
 - Links to Local, National, and Federal resources
- **\$100,000 in FY20 Budget**
 - Mayor Walsh included \$100,000 for grants to community-based organizations and more support to City departments
 - 13 grantees have been selected and to public announced shortly

BOSTON COUNTS 2020

About Boston Counts 2020

Boston Counts 2020 is the City's effort to support an equitable and complete count in the next U.S. Census. We will work to ensure every resident in Boston is counted, because every resident in Boston counts.

人口普查如何幫助我們

大部分由人口普查統計結果決定的資金將用於幫助我們最弱勢的群體。例如，為低收入家庭提供醫療保健、教育、食物和營養計劃項目以及託兒服務。

- 在2015年財政年度，麻薩諸塞州（麻省）將獲得的\$160億用於醫療補助計劃（Medicaid）、醫療保險計劃（Medicare）、糧食援助計劃（SNAP）、房屋第8代幣券（Section 8）、教育補助金（Title 1）和啟蒙計劃（Head Start）。
- 每一名不參與及被統計人的居民，會導致麻省損失 \$2,372 元的援助資金

¿Qué es el censo y por qué es importante?

El Censo es un cuestionario nacional exigido por la constitución, realizado por la Oficina de Censos de los Estados Unidos cada 10 años, con el fin de contar la población del país. Los datos recopilados por el Censo se usan para:

- **Determinar la cantidad de escaños/asientos en la Cámara de Representantes de los Estados Unidos.** lo cual incide en el Colegio Electoral.

- **Boston Complete Count Committee**

- External actors will utilize local knowledge and influence to educate and promote the census via community based, targeted outreach efforts
- Each member will help lead a subcommittee



- **November-December 2019:** Identifying ways to engage students
- **February 2020:** Initial BPS outreach - letter and flyer home to families, social media, internal communications to principals and staff
- **March:** Internal and external newsletters, parent councils and community engagement efforts, continued social media, automated call/email to families
- **April 1, Census Day:** Text message to families, continued social media, continued promotion in internal and external newsletters, possible census coffee hours at schools
- **Mid-May, non-response follow up/canvassing begins:** Automated call/email to families, text message to families

- Familiarity equals a trusted voice to encourage participation
- Map and network of community resources to build capacity and coalition
 - School Site Councils and a School Parent Councils
 - Welcome Centers
- Understanding and insight of local concerns to reach everyone with messaging
 - The impact of a complete count for the community
 - Every person living in the U.S. is to be counted in the 2020 Census regardless of any status (immigration, income, disability, etc.)
 - Privacy of responses
 - Title 13 individual data protection
 - Your individual information can never be shared with any other agency or office under penalty of 5 years imprisonment, \$250,000 fine, or both

THANK YOU

"Make sure every resident of Boston is counted, because every resident of Boston counts." - Mayor Martin J. Walsh

**Contact: Sebastian Zapata - Sebastian.Zapata@boston.gov,
617-635-4478**