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## Sedgwick County/Wichita CCC meeting

Jason Dean, Partnership Specialist

U.S. Census Bureau-South Central Kansas

November 2019



U.S. Department of Commerce  
Economics and Statistics Administration  
U.S. CENSUS BUREAU  
*census.gov*

# Is this really the Census asking?



**Verify a Census Bureau Survey, Mailing, or Contact**

[Read More](#)

How to confirm the person visiting your address is a legitimate Census Bureau employee or whether the contact you received was from the Census Bureau.

## **How to verify a mailing is from the Census Bureau**

If you receive a survey or a letter in the mail from the Census Bureau, the envelope contains certain information that will help you verify its legitimacy.



## **How to identify a Census Bureau field representative**

If you are visited by someone from the Census Bureau, here are some ways to verify the individual is a Census Bureau employee.



## **How to identify a phone call from the Census Bureau**

If your address was selected to be in a survey, we may call you to participate.



# Timeline

## General 2020 Census Timeline

- April 2018 Regional Census Center Open
- Aug – Oct 2019 Address Canvassing – select areas
- October 2019 Area Census Offices Open
- Early 2020 Group Quarters Start
- March 9, 2020 Self Response Starts
- April 1, 2020 **CENSUS DAY**
- May 2020 Non-Response Follow-Up Starts
- August 2020 Data Collection Complete
- December 31, 2020 Counts Delivered to President
- April 2021 Redistricting counts delivered to states

# Timeline

## Key Communications Phases

- The 2020 Census Phases
  - Education Phase – 2018-2019
  - Awareness Phase – January-February 2020
  - Motivation Phase – March – May 2020
  - Reminder Phase – May – July 2020
  - Thank You Phase – Starts July 2020
  
- Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate



## What does 'Hard To Count' (HTC) mean?

### Hard to locate-

Transient, homeless, migrants, tiny homes, squatters, not zoned residential, not up to code, unconventional housing, off-the-grid, short term renters, remote structures, multi-unit structures, natural disasters, dense urban areas

### Hard to contact-

gated communities, undocumented persons, persons experiencing homelessness, institutions, limited connectivity, rarely home

### Hard to persuade-

Too busy, distrustful of government, already filled out a survey, never completed Census before

### Hard to interview-

Language barriers, low literacy, disability

### Hard to classify-

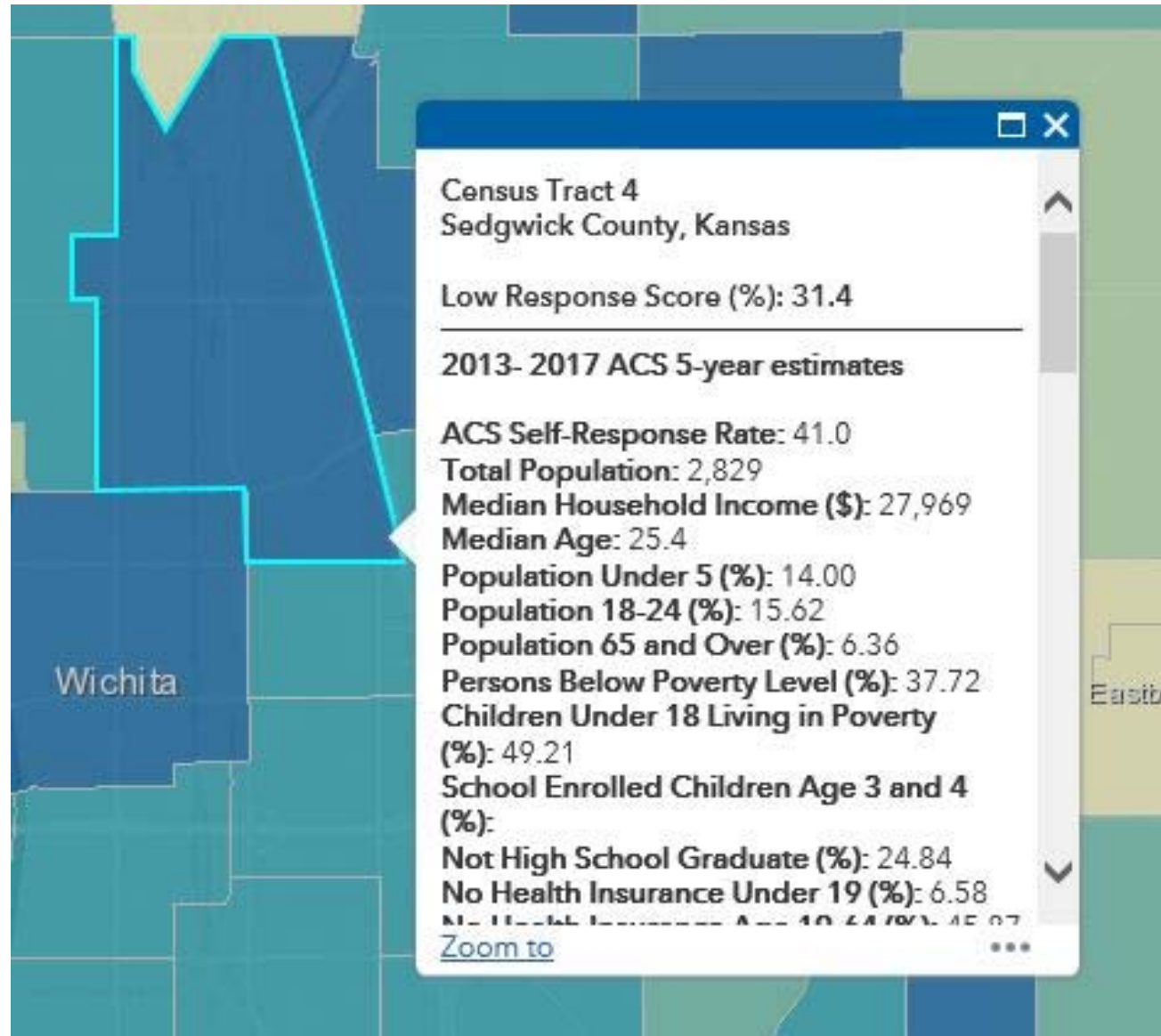
Multiple family households, unrelated households, orphan-headed, shared custody, converted structures



**Response  
Outreach Area  
Mapper  
(ROAM)**  
census.gov/roam



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Asian (%): 0.85  
Native Hawaiian or Other Pacific Islander (%): 0.00  
Some Other Race (%): 0.35  
Foreign Born (%): 17.99  
No One in Household Age 14+ Speaks English "Very Well" (%): 14.98  
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%): 17.67  
Population 5+ Who Speak English Less Than "Very Well" and Speak Russian (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Chinese (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Korean (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Vietnamese (%): 0.74  
Population 5+ Who Speak English Less Than "Very Well" and Speak Tagalog (%): 0.00  
Population 5+ Who Speak English Less Than "Very Well" and Speak Arabic (%): 0.00  
Total Housing Units: 1,376  
Total Occupied Housing Units: 1,015  
Renter Occupied Housing Units (%): 65.62  
Married Couple Households with Child Under 18 (%): 43.49  
Family Occupied Housing Units with Related Children Under 6 (%): 38.53  
Population 1+ Who Moved From Another Residence Within the Last Year (%): 17.78  
Vacant Housing Units (%): 26.24  
Multi-Unit (10+) Housing (%): 9.16  
Households with No Computing Device (%): 33.99  
Households with Computer (%): 42.96  
Households with Only Smartphone (%): 10.05  
Households with No Internet Access (%): 46.80  
Households with Broadband Internet Access (%): 35.76  
Population with No Computing Device (%): 32.33  
Population with Broadband Internet and Computing Device (%): 42.85

} 1

← 2

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FCC Residential High-Speed Connection Over 200 kbps: 401 to 600 connections  
FCC Residential High-Speed Connection at least 10 Mbps downstream and 1 Mbps upstream

2020 Census Audience Segment Category: [Multicultural Mosaic](#)



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# CENSUS JOBS UPDATE

<https://2020census.gov/jobs>





# Tailor your messaging

- How does your organization/community benefit from Census data?
- Personalize data. Explain how specific grants help build and operate libraries, water towers, fire stations other local structures.
- Explain how private businesses make decisions based on numbers.

# Will Wichita be in the top 50 cities?

Wichita's estimated 2018 population is 389,255.

We've already surpassed Cleveland in 2015 at 383,793.

We are currently #51 right behind New Orleans with a population of 391,006.

*That's a mere 1,751 away from being in the top list of city searches for businesses and events and families and non-profits and flights and conventions and vacations and the list goes on.*

*Let's not sell ourselves short, Let's make sure everyone is counted!*



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## Census data matters to Hutch.

**Did you know?**

1. The Census Bureau is required by law to protect any personal information collected and to keep it strictly confidential.
2. Every Census Bureau employee takes an oath to protect your personal information for life.
3. Your answers cannot be used for law enforcement purposes or to determine your personal eligibility for government benefits.
4. By law, your census information cannot be released to or used against you by any government agency including the CIA, FBI, ICE or DHS.

**For every household not counted, our community would miss out on approximately \$48,927 in federal funding over the next 10 years!**

Funding that goes to essential programs like:

- School Lunches
- Head Start/Early Head Start
- Supplemental Nutrition Assistance
- Foster Care
- Low Income Home Energy Assistance
- Medicaid and Medicare
- Health Center Programs
- and many more!

**Ensure that YOU COUNT, Hutchinson counts, and Kansas counts by completing your 2020 Census questionnaire online, by phone, or by mail.**

# #COUNTMEINHUTCH

CENSUS 2020



# How will Wichita's urban core continue to revitalize?

- It all starts with having the demographic data to apply for grants, qualify for Opportunity Zones and maintain and attract new business and people.
- The U.S. Census Bureau is the premier collector of information that communities can use to discover and address the needs of the population. Whether it's a summer program for kids or housing rehab, it's having the numbers that count.
- The 2020 decennial Census is coming soon and unlike other surveys, samples or estimates it is an enumeration of the entire populace. Every household needs to participate to be counted correctly. Don't be left out!
- Invitations to respond to the Census will be delivered to households in March 2020.



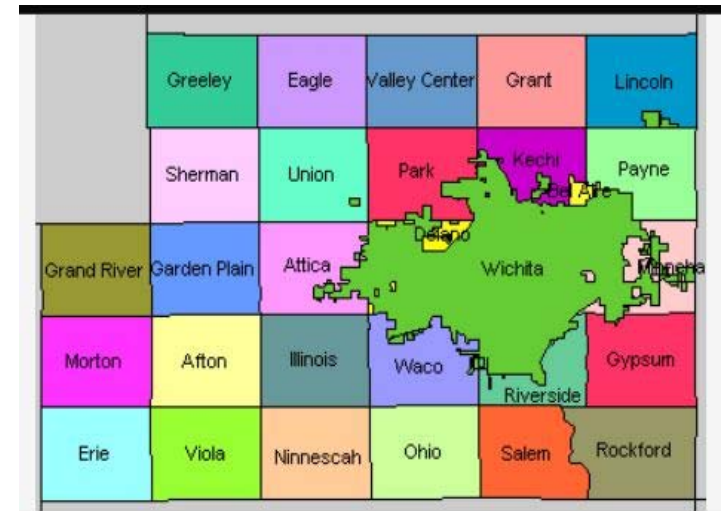
# Will Sedgwick County Kansas make the 500,000 mark?

Sedgwick County's 2010 Census population count was 498,365.

Several *estimates* show we have surpassed the ½ million mark, but the decennial population count is *not* a survey or a sample, if persons living here on Census Day do not complete their Census forms they could very well not be counted.

*That's a mere 1,635 away from being in the top list of county searches for businesses and events and families and non-profits and flights and conventions and vacations and the list goes on.*

*Let's not sell ourselves short,  
Let's make sure everyone is counted!*





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