

The 2020 Census



Issues and Potential Solutions
for Brazos County

The 2020 Census

- ❑ The census date is set, (April 1, 2020) and now, the census questions are finalized
- ❑ The Supreme Court heard oral arguments on whether the citizenship question can be asked
 - Ruled that the reasoning presented for adding the question was flawed
 - Citizenship question was removed
 - Administration will collect citizenship data from other sources
- ❑ If the citizenship question remained the Census Bureau estimated 6.5 million people would not fill-out the Census

The 2020 Census

- ❑ Results from any census or survey are reported in statistical format only and individual records from the decennial censuses are confidential for 72 years
- ❑ All Census Bureau employees swear a lifetime oath to protect respondent information
- ❑ It is a felony for any Census Bureau employee to disclose any confidential census information during or after employment
- ❑ The penalty for wrongful disclosure of information is up to 5 years imprisonment and/or a fine of \$250,000
- ❑ Census data determines distribution of federal funds
 - \$600 billion annually, \$43,334,650,874 for Texas alone

The 2020 Census

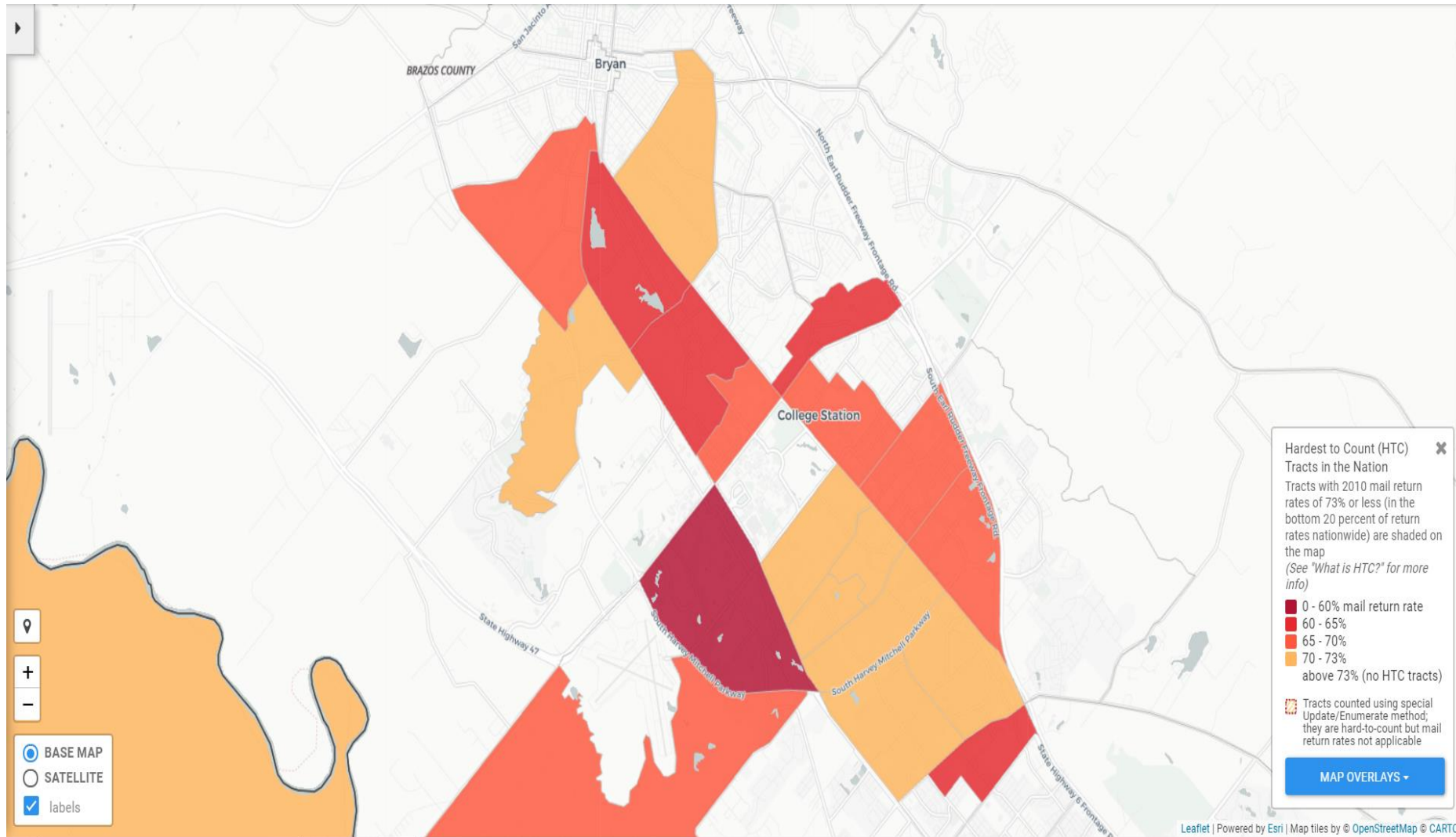
- ❑ The “Where do you live” question
- ❑ Where were you living on April 1, 2020?

“Please provide a complete street address for your residence. Provide the street address you would use to have a package delivered directly to your residence, not a rural route or P.O. Box address used for mailing purposes. A street address is the most helpful for processing your response.”

The 2020 Census

- ❑ College Students living away from their parent's or guardians' home while attending school in the U.S. **are counted at on-campus or off-campus residence where they live and sleep most of the time.**
- ❑ If they are living in college/university student housing (such as dormitories or residence halls) on Census Day, they are counted at the college/university student housing.

Issues with 2010 Census



The 2020 Census



Legend

Default Layers

State (or state equivalent) Layer

State (or state equivalent) Boundary



Low Response Score by 2014 Census Tracts

Predicted Mail Non-Response Rate (%)

30.0 to 57.8

25.0 to 29.9

20.0 to 24.9

16.0 to 19.9

0.0 to 15.9

Not calculated

The 2020 Census

- ❑ To improve response rate the Census Bureau is doing the following:
 - Each census form is sent with a preassigned ID
 - Allowing responses over the internet using a computer, Ipad, cell phone, or direct call in to the census assistance center
 - While it is helpful to have the ID code when filling out the census it is not required
- ❑ **HOWEVER**
 - Follow-up in-service canvassing for non-respondents will not occur until June

The 2020 Census

- ❑ The Census Bureau delivers the census results to the President in December of 2020 (planned)
- ❑ Results are made public in March of 2021 for purposes of redistricting (planned)
- ❑ Will redistricting only use citizens or full population?
- ❑ Will there be lawsuits?
- ❑ Remember, larger population means more federal funds for Brazos County

How To Get An Accurate Count

- ❑ Informal Census Task Force
- ❑ Formal Complete Count Committee
 - Recognized by Census Bureau
 - All questions about Census directed to local Complete Count Committee
 - Required two-hour training course conducted by Census Bureau
 - Census Bureau provides on-site training

Census “Committee” Composition

- ❑ Lead staff from affected agencies
- ❑ Marketing staff from local jurisdictions
- ❑ Representatives respected by citizens in Hardest to Count communities
- ❑ Student reps. from Texas A&M and Blinn
- ❑ Local elected officials
 - Complete Count Committee requires the Mayors or designated Council Member
- ❑ Locally respected and recognized “face”
 - Serves as Chair, does Guest Speaker circuit

Census “Committee” Duties

- ❑ Develop unified message to encourage participation
 - Census Bureau theme is “Shape Your Future”
- ❑ Develop marketing and promotional materials
 - Specific materials to “reach” Hardest to Count communities
 - Texas A&M Transportation did student videos for Thursday football operations
- ❑ Accept all invitations to speak to community groups
- ❑ Outreach to local media

Census “Committee” Timeline

- ❑ Form ASAP (Chamber takes lead?)
- ❑ Begin formal outreach in October
 - Speak to civic groups
 - Speak to any/all college student groups
 - Find speaking opportunities in Hardest to Count Communities
- ❑ Strong outreach two weeks out from Census Day
 - “Face” time
- ❑ Continue outreach until end of April
- ❑ Answer questions throughout until Census canvassers complete their task in August

The 200,000 Threshold

- We become a Transportation Management Area (TMA)
 - Minimal impact on the Bryan/College Station Metropolitan Planning Organization (MPO)
 - We gain about \$4 - \$4.5 million annually for transportation projects
 - Major changes to transit funding
 - Instead of 100% of operating assistance going to subsidize service it drops to 75%
 - If Brazos Transit District (BTD) had larger fleet it would drop to 0%

Becoming a TMA

- ❑ MPOs can be designated as a TMA once they have a urbanized area (UZA) population of 200,000 or greater as determined by the most recent U.S. census
- ❑ While Brazos County population was 194,000 in the last census the UZA population was 171,345
- ❑ According to the Census Bureau Brazos County grew by more than 30,000 people between 2010 and 2018
- ❑ Have we grown enough to have over 200,000 people in the urbanized area?
- ❑ We will find out with the 2020 U.S. census

Questions???

