



United States[®]
Census
2020

**APRIL 1, 2020
IS CENSUS DAY!**

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As mandated by the U.S. Constitution, America gets just one chance each decade to count its population.

AEDI Publication Number 19-01

May 2019

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The U.S. Constitution (1787) Mandates the Census Count⁹

- Every ten years, the Census is the country's largest nonmilitary mobilization of a workforce
- Its data are of paramount importance to the nation
 - *Determining representation in Congress*
 - *Demarking boundaries for voting and school districts, and*
 - *Allocation of billions of dollars in funding for many federal programs*
- The mandate – to not just **attempt** to offer information or a service to the population, but to actually reach **and count** every person living in the United States and its territories – of all ages, residence statuses, and locations – whether or not they desire to participate, and regardless of whether they are difficult to find, reach, and count



ACCURATE COUNTING

The next Census in 2020 will require counting an increasingly diverse and growing population of around 330 million people in more than 140 million housing units. To get an accurate count, the Census Bureau must build an accurate address list of every housing unit, maximize self-response to the census, and efficiently follow up with those who do not respond.



Arkansas is Very Vulnerable to Census Undercount

Billions of Federal Dollars are Distributed to States Based on Census Counts

- In Fiscal Year (FY) 2016, the 50 states plus the District of Columbia received \$883.1 billion from the 55 largest Census-guided programs¹
 - Arkansas received almost \$9.9 billion in annual federal assistance on a per capita basis in FY2016¹
 - *Funds Medicaid, Transportation Grants, Education Grants, Section 8 Housing Vouchers, Community Development Block Grants, and dozens more*
 - Each Arkansan not counted may result in a loss of approximately \$3,300 for each of ten years (based on FY2016)²
 - A 1% undercount of Arkansans in 2020 may result in up to \$990,000,000 in lost funds over a ten-year period
 - 30,000 people * \$3,300 * 10 years ≈ \$990,000,000
- Arkansas' greater vulnerability to undercount is due to its unique demographic characteristics
 - *Large Black and growing Hispanic Populations (National undercount of 2.07% and 1.54% respectively in 2010)³*
 - *Vast Rural Areas (43.8% of Arkansans live in rural areas)⁴*
 - *High Poverty Rates (Between 17 and 20% of Arkansans lived in poverty between 2005 and 2017)⁵*
 - *Relatively low broadband coverage; internet is the preferred option for 2020 Census (6.5% of Urban areas without Fixed 25Mbps/3Mbps = 108,199 people, 42.4% of Rural areas without Fixed 25Mbps/3Mbps = 558,620 people).⁶ These figures only represent availability, not accessibility in areas with coverage.*
 - In 2000, the net undercount for Arkansas was 1.28% or over 34,000 people⁷
 - *Estimated loss in funding on just eight federal programs - \$17,087,000⁷*
 - In 2010, the undercount was reduced to just over 0.4%³ due to a state-wide group effort on pre-Census projects:
 - *An update/addition of over 1,500 housing units in one project alone⁸*

¹ George Washington University Institute of Public Policy, Counting for Dollars 2020 (https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_AR.pdf)

² George Washington University Institute of Public Policy, Counting for Dollars 2020 Arkansas (calculated from https://gwipp.gwu.edu/sites/g/files/zaxdzs2181/f/downloads/IPP-1819-3%20CountingforDollars_AR.pdf and July 2016 population estimates from https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=PEP_2018_PEPANNRES&prodType=table)

³ DSSD 2010 Census Coverage Measurement Memorandum Series #2010-G-01 (https://www.census.gov/coverage_measurement/pdfs/g01.pdf)

⁴ 2010 Census Urban and Rural Classification and Urban Area Criteria, Percent Urban and Rural by State (<https://www.census.gov/geo/reference/ua/urban-rural-2010.html>)

⁵ American Community Survey 5-yr data for 2005–2017, Table S1701 (https://factfinder.census.gov/faces/tableservices/jsf/pages/productview.xhtml?pid=ACS_17_5YR_S1701&prodType=table)

⁶ FCC 2016 Broadband Coverage Progress Report (https://apps.fcc.gov/edocs_public/attachmatch/FCC-16-6A1.pdf)

⁷ Price Waterhouse Coopers, Effect of Census 2000 Undercount on Federal Funding to States and Selected Counties, 2002-2012 (http://govinfo.library.unt.edu/cmbp/cmbp/reports/080601.pricewaterhouse/state_ar.asp.htm)

⁸ FSCPE Fall Meeting, September 21, 2017, Count Review Session 1 PowerPoint Presentation

⁹ 2020 Census Integrated Communications Plan (https://www2.census.gov/programs-surveys/decennial/2020/program-management/planning-docs/2020_integrated_COM_plan.pdf)

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Business of all sizes depend on census data to make decisions about where to locate, hire, and invest.



New Methods for Self-Response⁹

- 2010 introduced the limited use of non-ID response – where people can respond to the Census without an identifying code. 2020 will mark a significant expansion of this option
- Response methods for 2020 will include:
 - *Online response with or without a Census-provided ID*
 - *Mail-back paper response with or without a Census-provided ID*
 - *Calls to the Census Questionnaire Assistance (CQA) toll-free hotline with or without a Census-provided ID*
 - *Responses through in-person Nonresponse Follow-up*

Need to Address Both the Hard-to-Count and Hard-to-Reach Populations⁹

- Hard-to-Count (HTC) and Hard-to-Reach (HTR) populations are a key priority in this Census
- These are populations that are typically less likely to participate in the Census and include:
 - *Individuals who may misunderstand the purpose of the Census*
 - *Recent immigrants who may not be engaged with their local governments*
 - *Areas with low internet penetration rates*
 - *Those who may have concerns about their data being shared among government agencies or those who distrust the government, in general*

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Trusted Voices Can Help Influence the Response⁹

- The strong support of partners, *“people like me”*, are critical to the effort to get Arkansas’ most vulnerable counted in 2020
 - *Hard-to-Count and Hard-to-Reach audiences cross all races and ethnicities*
 - *Grass-roots and hyper-local outreach is key*
 - *Trusted voices are resources that demonstrate validity to communities*

The Census Bureau Needs Arkansas to Assist with Census Communications⁹

- Educate the population on the value of the Census and its importance to the nation and our democracy, as well as to every community and neighborhood – particularly the impact on local schools, health care, emergency response, and other community services
- Explain the available means for response to make it easy for everyone to participate
- Communicate with audiences through the communications channels and languages most appropriate for reaching them
- Reach out to communities using trusted local voices via the Partnership Program

The Timeline⁹

**JANUARY-FEBRUARY
2020**

AWARENESS PHASE

Educate about the purpose of the Census and its importance to communities

**MARCH-APRIL
2020**

MOTIVATION PHASE

Drive self-response and encouragement of friends and family response

**MAY-JULY
2020**

REMINDER PHASE

If individuals do not self-respond, the household may receive visits from Census staff

**JANUARY
2021**

DATA DISSEMINATION

The Census Bureau will complete its review of the count in November 2020 and deliver the final numbers to the U.S. President in December 2020. Total population numbers will become publicly available in January or February 2021. State population counts are to be delivered by March 31, 2021.

Everybody is Crucial to Counting
Every Body in Arkansas in 2020.

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

ARKANSAS

In FY2016, Arkansas received **\$9,867,323,057** through 55 federal spending programs guided by data derived from the 2010 Census.



The **Counting for Dollars 2020 Project** aims to understand 1) the extent to which the federal government will rely on data from the 2020 Census to guide the distribution of federal funding to states, localities, and households across the nation and 2) the impact of the accuracy of the 2020 Census on the fair, equitable distribution of these funds.

The project has analyzed spending by state for 55 federal programs (**\$883,094,826,042** in FY2016). Three types of programs are analyzed:

- **Domestic financial assistance programs** provide financial assistance – including direct payments to individuals, grants, loans, and loan guarantees – to non-federal entities within the U.S. – such as individuals and families, state and local governments, companies, and nonprofits – in order to fulfill a public purpose.
- **Tax credit programs** allow a special exclusion, exemption, or deduction from gross income or provide a special credit, a preferential rate of tax, or a deferral of tax liability.
- **Procurement programs** award a portion of Federal prime contract dollars to small businesses located in areas selected on the basis of census-derived data.

The four uses of census-derived datasets to geographically allocate funding are:

- **Define eligibility criteria** – that is, identify which organizations or individuals can receive funds.
- **Compute formulas** that geographically allocate funds to eligible recipients.
- **Rank project applications** based on priorities (e.g., smaller towns, poorer neighborhoods).
- **Set interest rates** for federal loan programs.

The two categories of census-derived datasets are:

- **Geographic classifications** – the characterization (e.g., rural), delineation (e.g., Metropolitan Areas), or designation (e.g., Opportunity Zones) of specific geographic areas.
- **Variable datasets**
 - **Annual updates** of population and housing variables collected in the Decennial Census.
 - **Household surveys** collecting new data elements (e.g., income, occupation) by using the Decennial Census to design representative samples and interpret results.



Reports of the Counting for Dollars 2020 Project:

- **Report #1:** Initial Analysis: 16 Large Census-guided Financial Assistance Programs (August 2017)*
- **Report #2:** Estimating Fiscal Costs of a Census Undercount to States (March 2018)*
- **Report #3:** Role of the Decennial Census in Distributing Federal Funds to Rural America (December 2018)*
- **Report #4:** Census-derived Datasets Used to Distribute Federal Funds (December 2018)
- **Report #5:** Analysis of 55 Large Census-guided Federal Spending Programs (forthcoming)**
- **Report #6:** An Inventory of 320 Census-guided Federal Spending Programs (forthcoming)

* **Data available by state**

† **Source for this state sheet**

Counting for Dollars 2020

The Role of the Decennial Census in the Geographic Distribution of Federal Funds

REPORT

COUNTING FOR DOLLARS 2020:

ARKANSAS

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

Total Program Obligations: **\$9,867,323,057**

Program	Dept.	Obligations	Program	Dept.	Obligations
Financial Assistance Programs		\$9,740,911,762			
Medical Assistance Program (Medicaid)	HHS	\$4,919,318,000	Community Facilities Loans/Grants	USDA	\$48,081,600
Federal Direct Student Loans	ED	\$663,805,714	Supporting Effective Instruction State Grants	ED	\$21,631,379
Supplemental Nutrition Assistance Program	USDA	\$577,775,082	Crime Victim Assistance	DOJ	\$20,570,144
Medicare Suppl. Medical Insurance (Part B)	HHS	\$635,206,278	CDBG Entitlement Grants	HUD	\$7,082,834
Highway Planning and Construction	DOT	\$572,385,237	Public Housing Capital Fund	HUD	\$17,283,000
Federal Pell Grant Program	ED	\$253,900,000	Block Grants for the Prevention and Treatment of Substance Abuse	HHS	\$13,524,497
Section 8 Housing Choice Vouchers	HUD	\$98,153,000	Water and Waste Disposal Systems for Rural Communities	USDA	\$31,542,488
Temporary Assistance for Needy Families	HHS	\$62,304,527	Social Services Block Grant	HHS	\$14,657,526
Very Low to Moderate Income Housing Loans	USDA	\$384,157,930	Rural Rental Assistance Payments	USDA	\$26,379,177
Title I Grants to LEAs	ED	\$158,953,454	Business and Industry Loans	USDA	\$2,499,000
State Children's Health Insurance Program	HHS	\$174,524,000	Career and Technical Education - Basic Grants to States	ED	\$11,389,791
National School Lunch Program	USDA	\$134,994,000	Homeland Security Grant Program	DHS	\$3,734,500
Special Education Grants	ED	\$114,479,836	WIOA Dislocated Worker Grants	DOL	\$8,041,251
Section 8 Housing Assistance Payments Program	HUD	\$60,640,030	HOME	HUD	\$7,957,142
Federal Transit Formula Grants	DOT	\$41,284,000	State CDBG	HUD	\$16,412,081
Head Start	HHS	\$92,697,747	WIOA Youth Activities	DOL	\$7,839,730
WIC	USDA	\$69,722,000	WIOA Adult Activities	DOL	\$7,675,668
Title IV-E Foster Care	HHS	\$40,566,216	Employment Service/Wagner-Peyser	DOL	\$5,802,992
Health Care Centers	HHS	\$48,176,840	Community Services Block Grant	HHS	\$9,677,776
School Breakfast Program	USDA	\$53,083,000	Special Programs for the Aging, Title III, Part C, Nutrition Services	HHS	\$6,292,232
Rural Electrification Loans and Loan Guarantees	USDA	\$21,692,000	Cooperative Extension Service	USDA	\$12,286,135
Public and Indian Housing	HUD	\$32,142,000	Native Amer. Employment & Training	DOL	\$292,392
Low Income Home Energy Assistance	HHS	\$27,865,516			
Child and Adult Care Food Program	USDA	\$57,462,000	Federal Tax Expenditures		\$116,972,314
Vocational Rehabilitation Grants to the States	ED	\$46,998,379	Low Income Housing Tax Credit	Treas	\$79,988,990
Child Care Mandatory and Matching Funds	HHS	\$21,327,000	New Markets Tax Credit	Treas	\$36,983,325
Unemployment Insurance Administration	DOL	\$20,673,000			
Federal Transit - Capital Investment Grants	DOT	\$2,046,244	Federal Procurement Programs		\$9,438,982
Child Care and Development Block Grant	HHS	\$32,512,000	HUBZones Program	SBA	\$9,438,982
Adoption Assistance	HHS	\$21,413,396			

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>



Publication Revised: May 2019

For further information

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