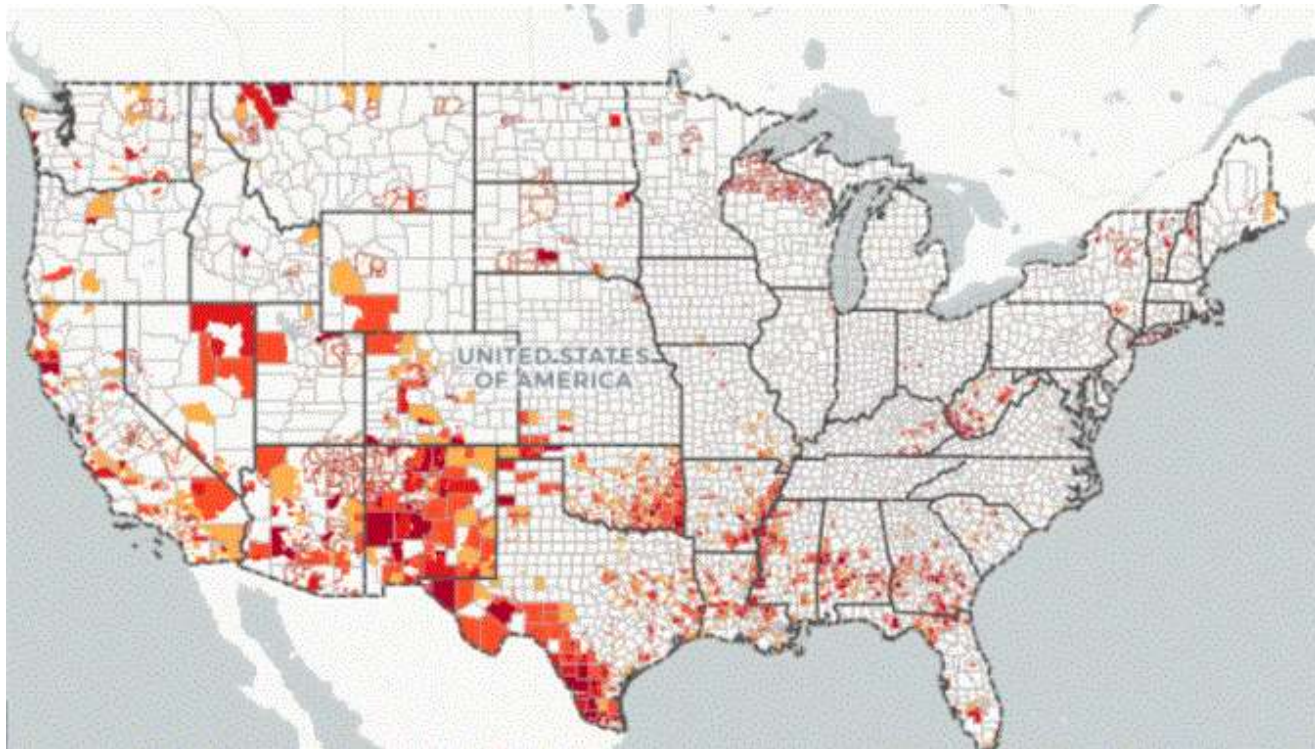




The 2020 Census

WHAT IT MEANS FOR TAOS AND WHAT WE CAN DO ABOUT IT



Hard to
Count
areas in the
United
States

Low Response Rates and Repercussions

- ▶ In 2010 just 62% of Taos County responded to the Census compared to 74% statewide.
- ▶ An undercount of just 1% will cost Taos County an estimated \$9.7 million in lost funding from the federal government over the coming decade.
 - ▶ Census data determines funding coming into our state and community from federal, state, and private entities. 55 federal funding programs use Census data to determine state-level funding including: Medicare, Medicaid, SNAP, Highway funding, Pell Grants, National School Lunch Program, TANF, Public Housing assistance, Special Education Grants, and Head Start, accounting for \$8.7 Billion coming into NM annually.

Who is at risk for non-response?

- ▶ Minority populations, immigrant populations, and ESL populations
- ▶ Socio-economically disadvantaged populations
- ▶ The elderly, young adults, single parents
- ▶ Populations with lower educational attainment
- ▶ Homeless, transient, and alternatively housed populations
- ▶ Deep rural populations
- ▶ Vacant and second homes, non-traditional housing units, and housing units without official addresses.
- ▶ Veterans

Privacy and Security and the 2020 Census

- ▶ **The privacy of our personal data collected by the Census Bureau is protected under Title 13 of the U.S. Code.**
 - ▶ It is against the law to disclose or publish any private information collected by the Census Bureau that identifies an individual or business – including to other agencies.
 - ▶ Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
 - ▶ Every person with access to your data is sworn for life to protect your information.
- ▶ **The Census Bureau is using more stringent cyber security standards than the standard for the banking industry.**
- ▶ **Frankly, we are not talking about highly sensitive personal information.**

What information are we providing?

- ▶ The Decennial Census asks just 10 questions:
- ▶ **How many people are living or staying at your home on April 1, 2020.** This will help us count the entire U.S. population and ensure that we count people according to where they live on Census Day.
- ▶ **Whether the home is owned or rented.** This will help us produce statistics about homeownership and renting. The rates of homeownership serve as one indicator of the nation's economy. They also help in administering housing programs and informing planning decisions.
- ▶ **The sex of each person in your home.** This allows us to create statistics about males and females, which can be used in planning and funding government programs. This data can also be used to enforce laws, regulations, and policies against discrimination.
- ▶ **The age of each person in your home.** The U.S. Census Bureau creates statistics to better understand the size and characteristics of different age groups. Agencies use this data to plan and fund government programs that support specific age groups, including children and older adults.

2020 Census Questions Part 2:

The race of each person in your home. This allows us to create statistics about race and to provide other statistics by racial groups. This data helps federal agencies monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.

Whether a person in your home is of Hispanic, Latino, or Spanish origin. These responses help create statistics about this ethnic group. This is needed by federal agencies to monitor compliance with anti-discrimination provisions, such as those in the Voting Rights Act and the Civil Rights Act.

The relationship of each person in your home. This allows the Census Bureau to create estimates about families, households, and other groups. Relationship data is used in planning and funding

What is Taos County doing to improve response rates?

- ▶ Convening of Taos County's Complete Count Committee
- ▶ Development of outreach plan
- ▶ Collaboration with partners across the County on outreach efforts and the development of Census Response Hubs.
- ▶ Core members of the Committee include Taos Chamber, Taos Municipal Schools, UNM-Taos, Kit Carson Electric, Picuris and Taos Pueblos, Paso a Paso Network, Questa Economic Development Fund, Taos Community Foundation, Town of Taos, Village of Questa, El Pueblito Church/Shared Table.
 - ▶ Other key partners include Taos Public Library, the LOR Foundation, and Not Forgotten Outreach, and the State.

What role can you play in improving response rates?

- ▶ We need information to come from trusted voices in our community.
- ▶ We need to normalize participation in the Census
- ▶ We need to understand the efforts of the Census Bureau to keep our information safe and to communicate that understanding.
- ▶ We need to communicate the value of participating in the Census.

Quick Facts: What you should know



Responses can be submitted not just by mail or in-person, but by phone or online.

Most of Taos County will be using the Leave Update process of receiving information related to Census participation.

Census workers will be on the ground starting the second week of March.

Learn More!

- ▶ Official Census Bureau Website: [2020census.gov](https://www.2020census.gov)
- ▶ State of New Mexico Census Outreach Website: [iCountNM.gov](https://www.icountnm.gov)
- ▶ Taos County Facebook Outreach Page: [Taos County Counts](#)



Gillian Joyce

Taos County Complete Count Coordinator

(505) 470-4080