



February 4, 2019

Dear Legislators,

Every 10 years, the U.S. Constitution requires a national Census — an enumeration of people and housing units, which is used to reapportion seats for the United States House of Representatives. All residents of the United States are counted, including people of all ethnic groups, citizens, and noncitizens. The data informs state and district boundaries for locally elected officials, provides a baseline for looking to the future, and is the basis for the appropriation of billions of federal dollars to the states and local communities.

An analysis of federal funding allocations based on 2010 Census data highlighted some of the funding implications for Utah over the past 8 years, including:

- \$416 million – The amount rural Utahns receive from census-guided rural assistance programs in FY2016.
- \$1,086 annually – The amount each Utahn brings in funding, based on a sample of 16 large Census-guided financial assistance programs, however this amount is not inclusive of all funding.
- \$533 annually – The per person loss in FY2015 across the five FMAP-guided grant programs (including Medicaid and CHIP) due to our undercount in 2010.

The 2020 Census is particularly historic because it will be the first census that will be conducted primarily online. To obtain an accurate count in 2020, we strongly believe that we must reach out to hard-to-count communities through their trusted community leaders, targeted marketing, and a legislatively funded robust social media campaign. There is an increased risk of undercount due to fear, especially from existing hard-to-count populations, created by the proposed citizenship question and current events. By reaching out through state and local efforts we will be better able to connect with all Utahns, thus insuring Utah has a high response rate and a greater representation of Utah and its ever-changing population.

To help achieve this end, Governor Herbert assembled a Utah Complete Count Committee in 2017. Members have been asked to be ambassadors to their organizations, communities, stakeholders, and networks and to help develop and execute statewide marketing strategies to increase participation in the Census. Full and engaged participation in the 2020 Census is critical for increasing our understanding of what Utah's future population and federal funding allocations could be. We thank you for your service and your support of all Utahns.

Sincerely,

Utah's Complete Count Committee

## Census 2020 - \$500,000 1x General Fund

- Census 2020 is the first mostly online enumeration. Large segments of the population are on the wrong side of the “digital divide.”
- Because more of the Census Bureau outreach is digital, they have reduced staffing and printed promotional materials. Utahns will need to step up to address these new outreach challenges.
- The addition of the citizenship question increases fear and suspicion among already hard-to-count populations.

### Itemized Budget

1. Fund a full-time Census 2020 point person to help design and implement a statewide outreach and coordination plan. The highest elected official has responsibility for a successful enumeration. This position should be in the Governor’s Office of Management and Budget. Suggested salary with benefits: \$75,000-100,000.
2. Provide funding for this person to travel the state, organize events, and coordinate efforts to reach the hard to count populations. Suggested budget: 2019 = \$100,000; 2020 = \$300,000
3. Fund targeted media and other outreach. Consult with the Marketing Sub-Committee of the Complete Count Committee for budget estimate. - CURRENTLY IN THE GOV'S BUDGET AT \$75,000

### Deliverables:

- New Census advisor organize events in all 29 counties of the state
- Statewide outreach via multimedia