



Why Should Utah Care About Census 2020?

\$5,694,470,987

That's how much federal funding Utah received in 2016 – almost all of it allocated by using Census data.

It's a lot of money – **about \$1,870 per Utahn** – and it's up to state and local officials to make sure our fast-growing population benefits from their fair share.

A likely Census undercount could deprive Utah of millions of \$\$\$

Despite its critical importance to all facets of the U.S. economy, Census 2020 faces multiple challenges. The U.S. Government Accountability Office says the effort is at “high risk” for substantially undercounting certain groups, including low-income, underserved, and minority households. For a fast-growing state like Utah, it's vital to ensure as complete a count as possible so federal dollars keep pace with population growth.

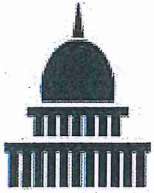


***Low Census response rates (under 70%) expected among all groups.
Only 60% of 'hard-to-count' populations are expected to be counted accurately.***

Many reasons account for this and multiple approaches are needed to reach diverse audiences and encourage their participation in the Census. Since services must be provided regardless of where funding comes from, it's important that Utah helps ensure that the state receives its fair share of federal funds.

Here's Why the Census Matter to All Utahns

The once-a-decade U.S. Census provides crucial data to inform decision-making by both public agencies and private organizations. Most importantly, though, it is used to determine how federal funds are distributed to states for dozens of programs, including highway planning and construction, Medicaid, Children's Health Insurance Program, school lunches, and Section 8 housing assistance.

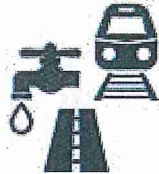


FEDERAL FUNDING

Distribution of more than \$675 billion annually in federal funds back to state, local, and tribal governments around the U.S.



POLITICAL REPRESENTATION
Determines federal representation and is used to redraw federal, state, and local district boundaries.



PLANNING & DECISION-MAKING
Planning for everything from roads and utilities to community centers and public safety uses Census data.



COMMUNITY SERVICES
Helps nonprofit groups and public agencies identify needs and allocate funding.



BUSINESS & ECONOMY
Demographics and statistics help identify and target customers and employees, decide where to expand or relocate, etc.

Time is Short to Ensure An Accurate Census Count in Utah

Prepare & Educate
NOW-SPRING 2020

Motivate
SPRING 2020

CENSUS
COUNT

Follow-UP
MAY-JULY 2020



February 21, 2019

Dear Legislator:

As the decennial U.S. Census approaches, we, the undersigned, wish to convey to you the magnitude of obtaining an accurate, complete count throughout our state, and the importance of dedicating state funding for that effort.

Most residents recognize the importance of an accurate Census count in the determination of the number of seats each state has in the U.S. House of Representatives; how our legislative district boundaries are formed; and how federal funds are distributed for dozens of programs, including Medicaid, the Children's Health Insurance Program, school lunches, and Section 8 housing assistance. Many, however, may not consider the additional programs and business practices that are dependent upon Census data:

- **State and local governments** utilize census data for the distribution of sales tax and local, state, and federal transportation funding, for effective highway planning and construction, for drawing maps for representation, and for public safety planning and emergency preparedness
- **Businesses** use census data to decide where to build factories, offices, restaurants and stores and how to effectively market their goods and services, helping to create jobs
- **Manufacturers** use census data to determine needs and quantities for production
- **Developers** use the census to build new homes and new businesses
- **Health care providers** use census data to determine the need for additional hospital services, physicians, urgent care facilities or other types of medical services
- **Banks** use census data to insure compliance with federal mortgage guidelines regarding race and to comply with other regulatory requirements, particularly the Community Reinvestment Act, Home Mortgage Disclosure Act, and the Federal Insurance Improvement Act
- **Researchers and advocates** use census data to define and describe the needs of populations, and to profile demographics of blocks, neighborhoods, cities, counties, states and other geographic areas
- **Family history libraries and databases** are critically dependent on accurate, complete census data for research purposes

- **Residents** use the census to support community initiatives involving quality-of-life and consumer advocacy

As you can see, census data is critical to economic development and to the safety and health of Utah residents. An inaccurate census means money lost to our state and services denied, and could hinder Utah's economic growth for the next decade. In 2016, Utah received \$5,694,470,987 in federal funding allocated by using census data. That is about \$1,870 per Utahn. With Utah's high growth rate throughout the state, an accurate 2020 census count is vital. A smart investment guarantees a positive return.

Census 2020 faces multiple challenges. The U.S. Government Accountability Office says the effort is at "high risk" for substantially undercounting certain groups, including low-income, underserved, and minority households. And, for the first time, the census will be administered online. Many households in both rural and urban communities do not have online access, creating even greater challenges for many residents to complete the census. We know these challenges require local solutions. Funding for local complete count committees provides support to local governments and nonprofit organizations – trusted agents who know how to reach residents in their own communities.

In recognition of Census 2020's critical importance to all facets of our community, and recognizing the many challenges to gathering accurate data, we support funding for thoughtful, collaborative outreach efforts to address the barriers and ensure a complete count for Utah.

Thank you for your consideration.

Sincerely,

Utah League of Cities and Towns
Catholic Diocese of Salt Lake City
United Way Salt Lake
Voices for Utah Children
Utahns Against Hunger

2019 Executive Appropriations Request
Support for an Accurate Census 2020 Count

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REQUEST:

\$500,000 to support local Complete Count Committees to achieve an accurate Census 2020 in their local jurisdictions

RECEIVING AGENCY FOR FUNDING: ~~Department of Workforce Services~~

Funding breakdown and description

- \$80,000 – Salary and benefits for a full-time employee to manage outreach efforts across the state of Utah. This individual will coordinate and help expand the capacities of local Complete Count Committees (comprised of local governments and nonprofit organizations) to reach their residents.
- \$20,000 - Expenses for Census manager to travel to various parts of the state and to attend trainings
- \$400,000 – Grants to local Complete Count Committees to support an accurate count of the population in each local jurisdiction

