

US Census 2020 Complete Count and Rural Idaho

April 10, 2019 Discussion with Idaho Rural Partnership Board

Background, Incentives, and Motivations

The United States Census Bureau is conducting the constitutionally-mandated 2020 census largely online. An accurate and complete count of United States residents is important for the following reasons (from the American Library Association).

- **Representation:** The decennial count of all U.S. residents is required by the U.S. Constitution to determine representation in Congress and the Electoral College (known as reapportionment). This data is also the basis for drawing districts for federal, state, and local offices (known as redistricting).
- **Funding:** The Census is key to the allocation of billions of dollars in federal funding to states and localities.
- **Information:** Data resulting from the Census is widely used by researchers, governments, businesses, and other organizations.

Discussion Questions

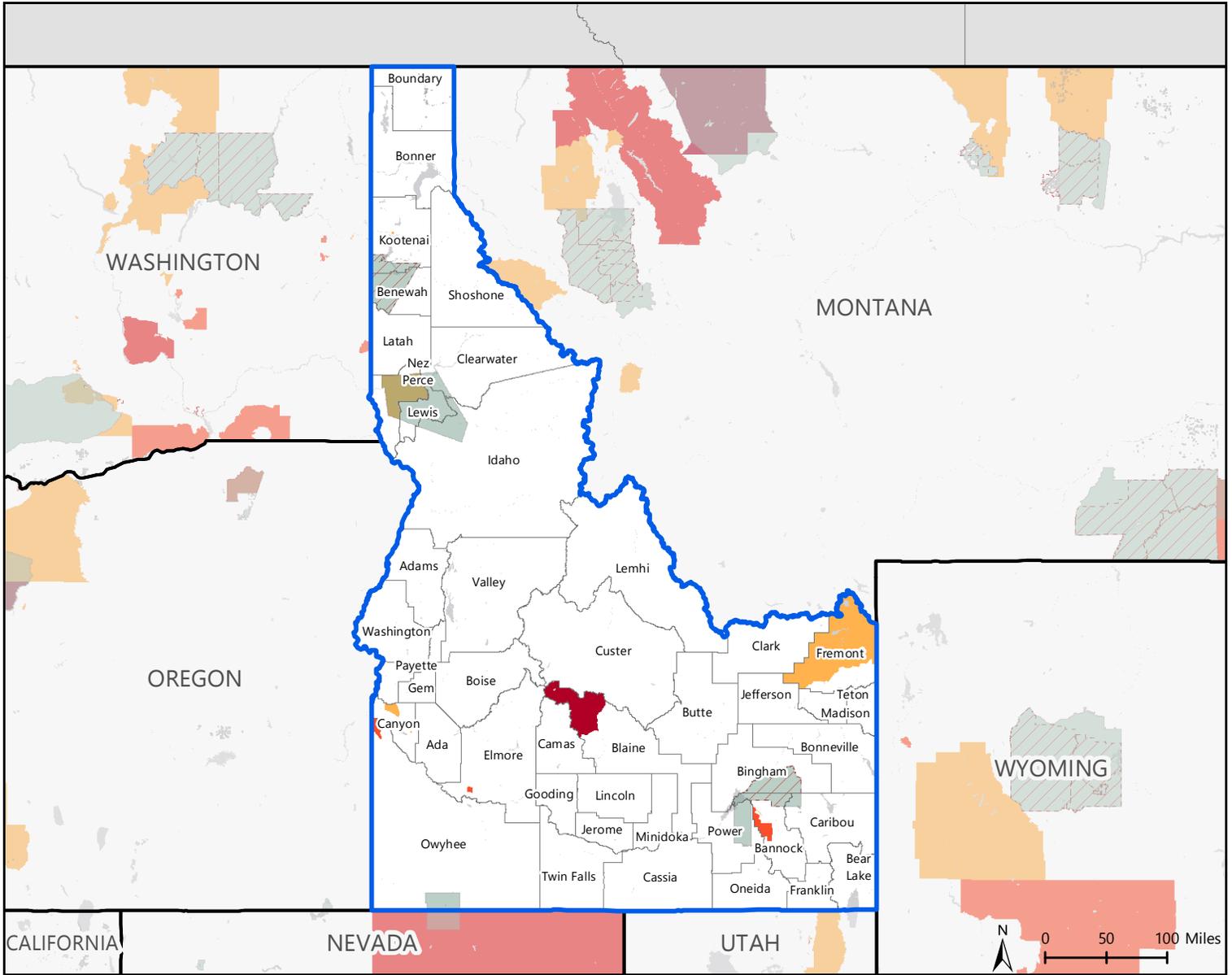
1. What are the incentives for local groups, organizations, and partners to support complete counts?
2. What are the potential barriers for respondents to complete a census survey?
3. What are the potential reasons for rural partners and organizations to not participate in complete count efforts?
4. Who are the key voices in rural communities who can champion complete counts among their constituents (and how to engage these champions)?
5. What resources are needed for partners in rural areas of Idaho to engage in complete count efforts?

Resources

1. US Census 2020 Toolkit <https://www.census.gov/partners/toolkits.html>
2. Hard To Count Tracts in Idaho <https://www.censushardtocountmaps2020.us/>
3. Area Census Office based in Boise - opening in June/July 2019. Carolina Valderrama-Echavarria, Partnership Specialist (Idaho), Community Partnership & Engagement Program, U.S. Census Bureau. Cell: 208-863-6256 carolina.valderrama.echava@2020census.gov
4. Idaho Department of Labor, State Data Center contacts. Janell Hyer and Craig Shaul.
5. COMPASS <http://www.compassidaho.org/prodserv/census2020outreach.htm>
6. Randy Kemp, Idaho Commission for Libraries, randall.kemp@libraries.idaho.gov

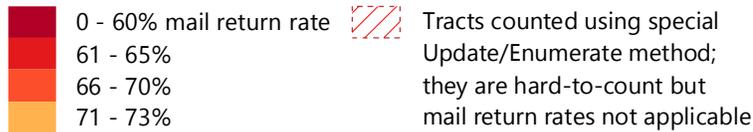
CENSUS 2020

HARD-TO-COUNT COMMUNITIES IN IDAHO



Hardest to Count (HTC) Tracts in the Nation

Tracts with 2010 mail return rates of 73% or less (in the bottom 20 percent of return rates nationwide) are shaded on the map. Tracts with >73% return rate are not displayed.



In the most recent decennial census in 2010, **82.6% of the state's households mailed back their questionnaire, requiring more costly and difficult in-person follow up from the Census Bureau to count the remaining 17.4%** .

Based on the latest census estimates, **approximately 2% of Idaho's current population (or 33,809 people) lives in hard-to-count neighborhoods**, shaded in **light orange to dark red** on the map. These are census tracts where almost a quarter or more households did not mail in their census questionnaire in 2010. Without greater self-response these and other neighborhoods in the state could be missed in the 2020 census, putting a fair and accurate count in jeopardy for Idaho.

In 2020, for the first time the Census Bureau will be urging most households to submit their census responses online via the internet. As recently as 2017, **18.5% of Idaho's households** had either no internet subscription or dial-up only, according to the latest American Community Survey estimates.

HTC 2020

<https://www.CensusHardtoCountMaps2020.us>

Cartography by CUNY Center for Urban Research, 2019.
Data: U.S. Census Bureau
Created: 3/3/2019