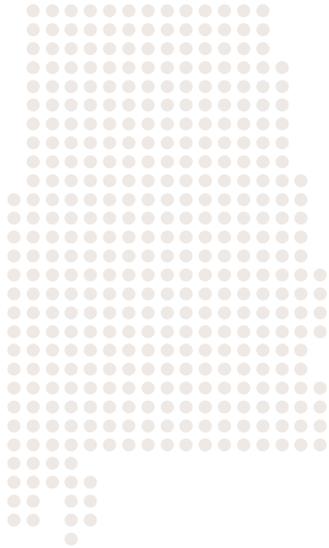


Alabama Counts!

2020 Census Overview



What is the Purpose of the Census?



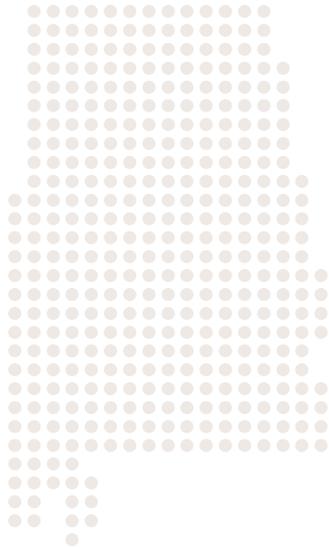
Every 10 years, as mandated by the U.S. Constitution, a census is conducted to obtain an accurate count of our nation's population and housing.

Primary uses for decennial census data:

- Reapportioning Congressional Seats
- Allocating Government Funding
- Redistricting Legislation
- Collecting Demographic Data
- Forecasting Future Needs By Population

What is

at Risk?



- 72 percent of Alabama's population participated in the 2010 Census.
- Alabama has received more than \$6.75 billion (nearly \$1,600 per person) in federal funding based on the 2010 Census.
 - Medicare
 - Medicaid
 - Highway Planning and Construction
 - Title 1 Education
- Alabama is currently projected to lose a Congressional seat.

What is

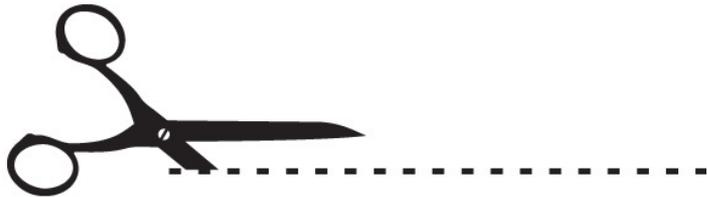
at Risk?



- Billions in federal funding for critical community programs.
- Based on recent trends, the 2020 population would be 4.91 Million – 48,850 fewer people than needed to maintain a seventh congressional seat.

This Could Actually

Happen After 2020!



- 10 states lost a congressional seat after the 2010 Census with New York and Ohio losing two seats.
- Alabama is the only state in the Southeast that is projected to lose a congressional seat after the 2020 Census.

You Now Have my Attention!

What is Alabama Doing About It?

- Governor Ivey established the Alabama Counts! 2020 Census Committee in August 2018.
 - ADECA serves as lead agency to coordinate the committee.
 - Multiple meetings held with 8 subcommittees to identify the challenges and barriers to census participation and develop outreach methods to address those challenges.
- Partnership with Alabama Possible.
- VOICES for Alabama's Children.
- BIG Communications to assist with outreach strategy.
- Coordination with U.S. Census Bureau's Alabama partnership specialists.

Alabama's 2020 Census Action Plan

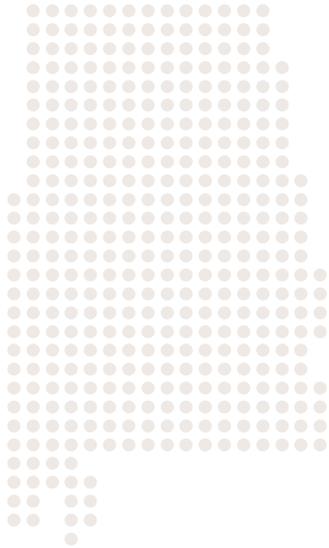


- Action Plan submitted to the Governor in early August.
 - Blends statewide paid outreach with support for local grassroots efforts.
 - Developed a timeline with three phases – education, awareness and motivation.
- Opinion survey of Alabama counties now underway.

2020 Census Grant Program

The 2020 Census Grant Program was created through a \$1 million appropriation as a part of the 2019-2020 Education Trust Fund

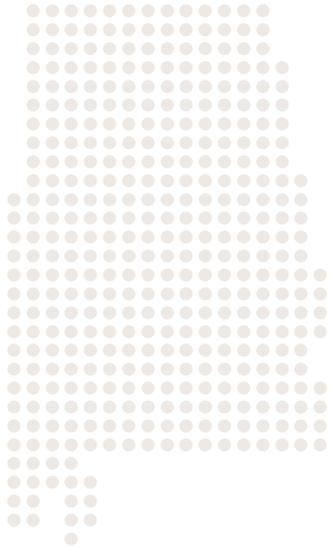
Serves as a vehicle to support the accurate count of the Alabama Counts! 2020 Census campaign.



Goals

- Ensure a fair, accurate and inclusive census count for Alabama
- Increase the self-response rates of hard-to-count communities and populations in Alabama.

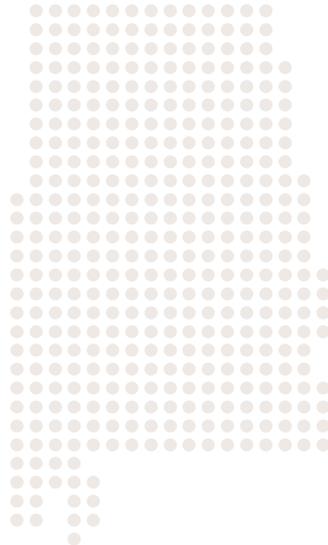
Hard-to-Count Groups



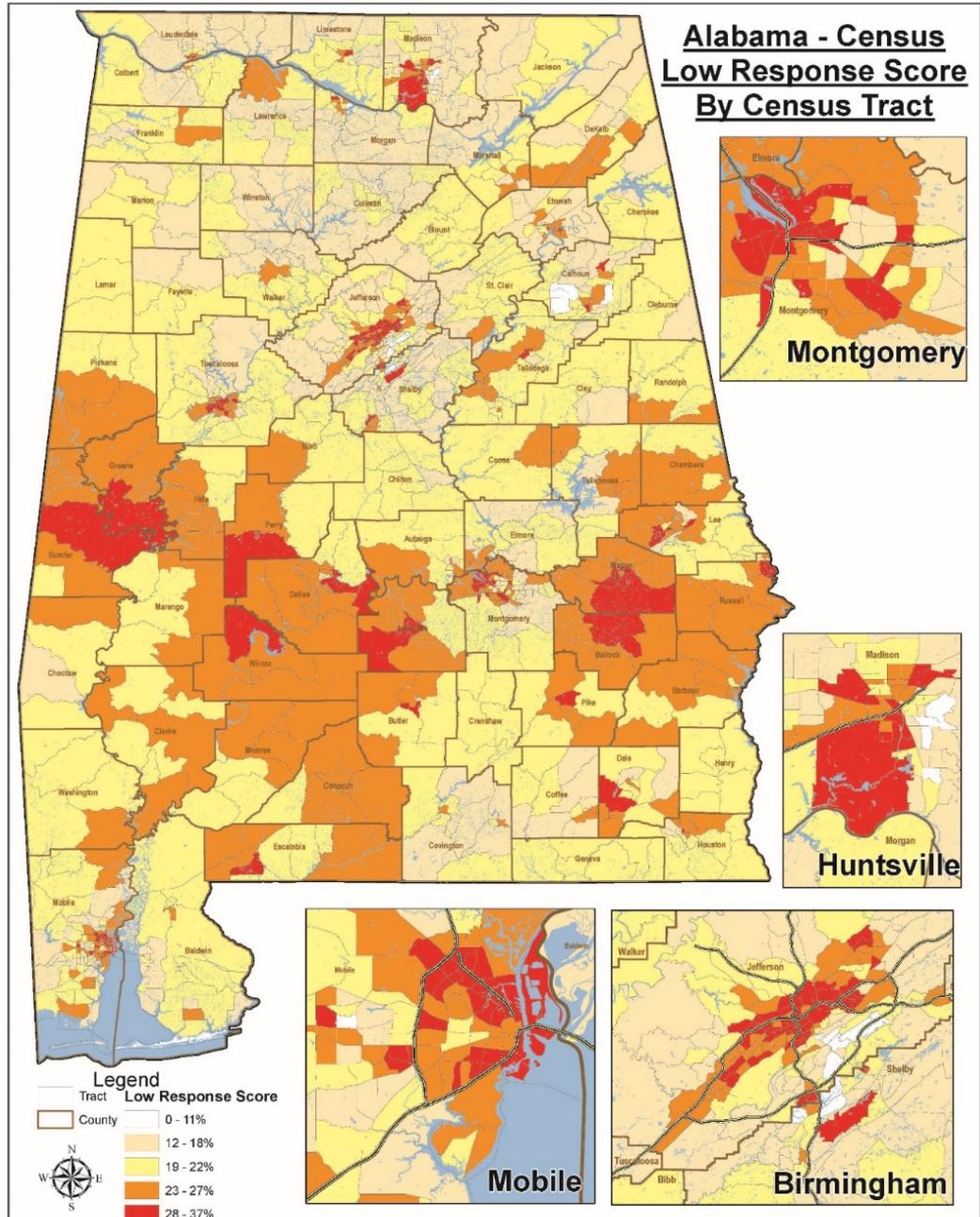
Residents that are least likely to participate in the census. These communities vary from city to city, county to county and according to U.S. Census Bureau generally include, but are not limited to, the following:

- Young children
- Recent immigrants
- Racial and ethnic minorities, including populations that speak little or no English
- Renters of housing units
- People with lower incomes
- People unemployed
- People with lower educational attainment
- Formerly incarcerated people
- The aging population
- People with mental or physical disabilities
- College or university students
- Members of the military

Low-Response Areas



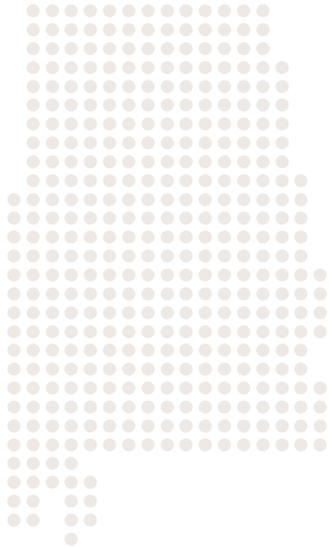
Alabama - Census Low Response Score By Census Tract



The Census Low Response Score (LRS) is a continuous score that predicts whether a tract will produce a low mail return rate. The score for a tract is inversely related to the mail return rate from the 2010 Census for that tract. Therefore, tracts with a lower LRS are more likely to mail returns than those with a higher LRS.

Map created by Atlanta Regional Census Center Geography department using ESRI products, Census data, and the 2016 Planning Database. March 20, 2016.

Eligible Applicants



(Must serve undercounted communities)

- Organizations with tax exempt 501 (c)(3) status, and/or tribes.
- Community groups fiscally sponsored by a 501(c)(3) organization.
- Organizations and coalitions working in the identified hard-to-count communities.
- Local governmental entities and public agencies working regionally or working with organizations and coalitions in the identified hard-to-count communities and geographies.
- Program will not fund individual efforts.

Eligible Programs

Applicants are encouraged to assess their readiness to plan, organize and implement activities based on the 2020 Alabama Counts! Census Action Plan designed to encourage census response from hard-to-count populations and/or geographical areas.



Examples include:

- Training, awareness campaigns and educational materials about the census.
- Trusted community organizations and leaders engaging their constituents to participate in census.
- Community events on or around Census Day April 1, 2020 to facilitate participation in the census.

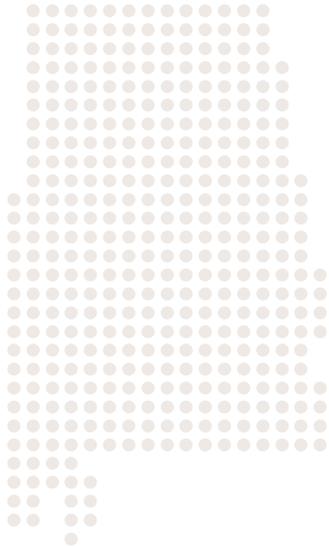
Grant Funding

Will run from January 2020 through June 2020.

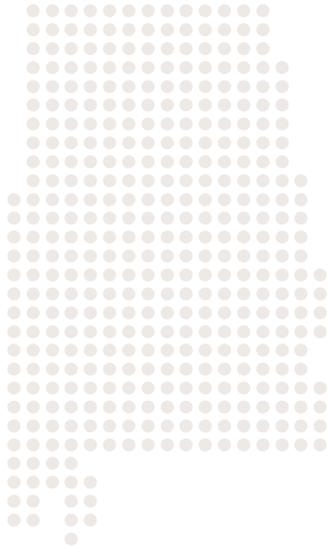
Applicants should base the amount requested on the scope of the project. Most grants will range from \$10,000 to \$40,000 but requests for more funding will be considered.

Collaboration with other organizations and leveraging other sources of funds will be given higher funding priority. Collaboration with educational entities and complete count committees will also be given higher funding priority.

Grantee organizations will be required to submit a report at the end of the grant period to share results and demonstrate that funds spent as intended.



Selection Criteria



Goals and objectives (10 percent)

Program readiness and timeline (15 percent)

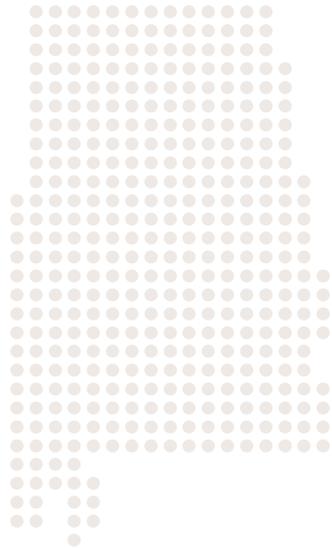
Budget (15 percent)

Program impact (20 percent)

Program focus (15 percent)

Partnerships (25 percent)

Basic Timeline



September 4, 2019. Grant opportunity announced and workshop

October 11, 2019: Full Grant Application must be submitted ONLINE by 5 p.m. Submission must include a completed application, with all required attachments submitted via e-mail to icount@census.alabama.gov.

Mid November 2019: Date of award announcement.

Mid-late December 2019: Execution of Grant Agreements

January 1, 2020: Grant Program commencement date.

June 1, 2020: Deadline for completion of program work.

August 1, 2020: Deadline for submission of report.

Program Budget and Match

Grant awards will range from a suggested minimum of \$10,000 to a suggested maximum of \$40,000, but requests for more will be considered.

Grantees must submit a budget spreadsheet showing cost breakdowns.

Grant recipients are required to match the grant dollar-for-dollar in cash and/or an equivalent dollar value of in-kind services.

Grantee should expect to receive payment at least thirty days after ADECA's acceptance of the request for disbursement and any supporting documentation.

Documentation of commitment for matching funds must be provided no later than **November 8, 2019**. Failure to meet the match requirement will result in forfeiture of the grant award.

A grantee may use more than one source of State funds on a single program if the scope of work is divided, and the funds do not overlap.

Are you ready to help?



Countdown to Census Day 2020

www.census.alabama.gov

- Talk about the census and importance to Alabama in meetings, speeches and presentations
- Share link to www.census.alabama.gov and Alabama Counts social media
- Be a Census advocate in the communities and areas you serve.
- Plan events or special census messages around Census Day – April 1, 2020
- Consider applying for a grant if you are an eligible organization

Alabama Counts!

Digital Presence



- **Website**
census.alabama.gov
- **Facebook**
facebook.com/alabamacounts
- **Twitter**
[@alabamacounts](https://twitter.com/alabamacounts)
- **Instagram**
[@alabamacounts](https://www.instagram.com/alabamacounts)
- **Hashtag**
[#alabamacounts](https://twitter.com/hashtag/alabamacounts)