

United States[®]
Census
2020

2020 Census

How Nonprofits Will Lead an Effort



Why is this important?

Federal Funding to Oklahoma

\$1,800 per Oklahoman

Infrastructure, Education and Healthcare Funding

Directly Affects Ages 0-5



Nonprofits and Underrepresented Voices

Underrepresented people in the Census include:

Minorities

Native Americans

Transient Populations

Homeless

Immigrants

Persons with Disabilities



Undercounts Cost Oklahoma

An Undercount of 2% will cost the state \$1.8 billion over ten years

Will especially affect children 0-5

Because the Census only happens every 10 years, a three-year-old will not be counted again until they are 13.



Why nonprofits?

We are proximate to the populations underrepresented by the Census

We work with those populations each and every day

We have the public's trust

This is part of larger work in civic engagement



Next Steps

October – December

Awareness of upcoming Census and the process
Identify populations and geography where we had
low turnout

January – April

Get out the count efforts with nonprofit
organizations (before enumerators have to come
in)



Nonprofit Complete Count Committee

A Committee currently working with the Department of Commerce will ask as the de facto Nonprofit Complete Count Committee.

Marnie Taylor who heads the committee is also vice chair of the Statewide Complete Count Committee