

OKLAHOMA
DEPARTMENT OF COMMERCE

Leading up to 2020 Census



Oklahoma Department of Commerce

Our overarching mission is to create an environment where growth can happen in our state

- We work to attract new businesses to our state
- We work with existing businesses to help them grow
- We strive to provide world-class data and analytics
- We deliver Community Development programs that help local communities prepare for growth



Oklahoma Census 2020 Complete Count Committee Members

- Chairman Brent Kisling - Executive Director, Oklahoma Department of Commerce
- Vice Chair Marnie Taylor - President and CEO, Oklahoma Center for Non Profits
- Russell Boyd - Business Process Engineer, Oklahoma DHS
- Rep. Ty Burns - Oklahoma House of Representatives
- David Castillo - Executive Director, OKC Hispanic Chamber of Commerce
- Mike Cooper - Chairman, Strategic Military Planning Commission
- Christina da Silva - Deputy Chief of Staff, City of Tulsa
- Rep. Jason Dunnington - Oklahoma House of Representatives
- Rev. Shannon Fleck - Executive Director, Oklahoma Conference of Churches
- Lisa Greenlee - Dean of Arts and Sciences, Western Oklahoma State College
- Sen. Chuck Hall - Oklahoma State Senator
- Eran Harrill - President, Black Chamber of Commerce of OKC
- Bill Lance - Secretary of Commerce, Chickasaw Nation
- Sen. Kevin Matthews - Oklahoma State Senate
- Lisa Powell - Executive Director, Enid Regional Development Alliance
- Becky Reynolds - Executive Director, Little Dixie Community Action Agency
- Adam Soltani - Executive Director, CAIR Oklahoma
- Hon. Cindy Truong - District Judge, Oklahoma County



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Census 2020

*Counting everyone once, only
once and in the right place.*



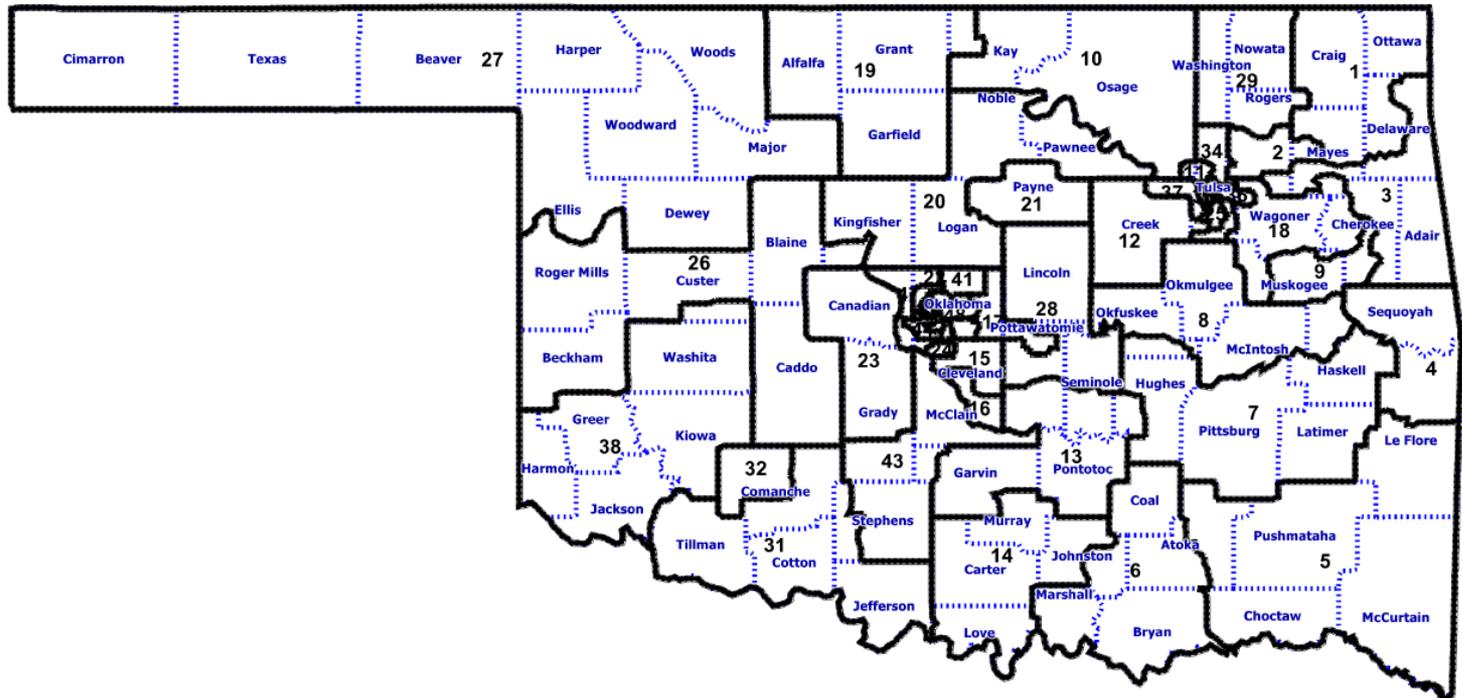
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Census 2020: Why it is Important

Democracy

- *Apportionment of members of the House of Representatives – Article 1, Section 2 of U.S. Constitution*
- *Redistricting*





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Census 2020: Why it is Important

Business & Government Decisions

- *Business location and expansion*
 - *Access to consumers*
 - *Access to workforce*
 - *Residential construction*
- *Determination of mix of goods and services provided*
- *Used to support marketing plans evaluated by lenders and investors*
- *Budgeting, spending*



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Census 2020: Why it is Important

Federal Programs Distribute based on Decennial Census

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In FY2016, Oklahoma received

\$9,364,879,721

through 55 federal spending programs
guided by data derived from the 2010 Census.

Source: George Washington University

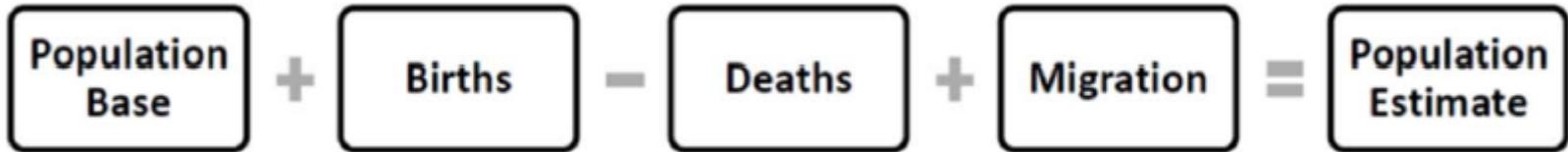
Federal Programs Using Decennial Census Information (sample)

- Health & Human Services
 - Medicaid
 - Temporary Assistance for Needy Families (TANF)
 - Head Start
 - CDBG
- USDA
 - Supplemental Nutrition Assistance Program (SNAP)
 - Low to Moderate Income Housing Loans
 - National School Lunch Programs
 - Rural Business Loans
- Department of Education
 - Federal Direct Student Loans
 - Pell Grants
 - State Grants for Supporting Effective Instruction
- Department of Transportation
 - Highway Planning & Construction
 - Transit Formula Grants
- Housing & Urban Development
- Department of Labor



Census 2020: Why it is Important

Population Estimates



- *Decennial Census provides the initial population base to estimate intercensal population counts*
- *Residents missed in 2010 have an impact in 2019*
- *Residents missed in 2020 will have an impact through 2029*
- *Population estimates serve as controls for the American Community Survey*



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Census Bureau Surveys

Decennial Census

American Community Survey

Retail Trade Survey

Survey of Entrepreneurs

Survey of Jails

Survey of Manufacturers

Survey of School Finance

Survey of State & Local Gov't

Wholesale Trade Survey

Consumer Expenditure Survey

Economic Census

Export Statistics

Import Statistics

National Crime Victimization

Survey of Children's Health

Quarterly Workforce Indicators

Survey of Construction

Surv. of Income & Participation

National Prisoner Statistics

Manufacturing Energy Consum.

National Health Interview Stats

County Business Patterns



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Census Bureau Geographies

State

County

City

Town

Tribal Areas

Congressional District

State Senate District

State House District

Metropolitan Statistical Area

Zip Code

Urban & Rural Area

Voting District

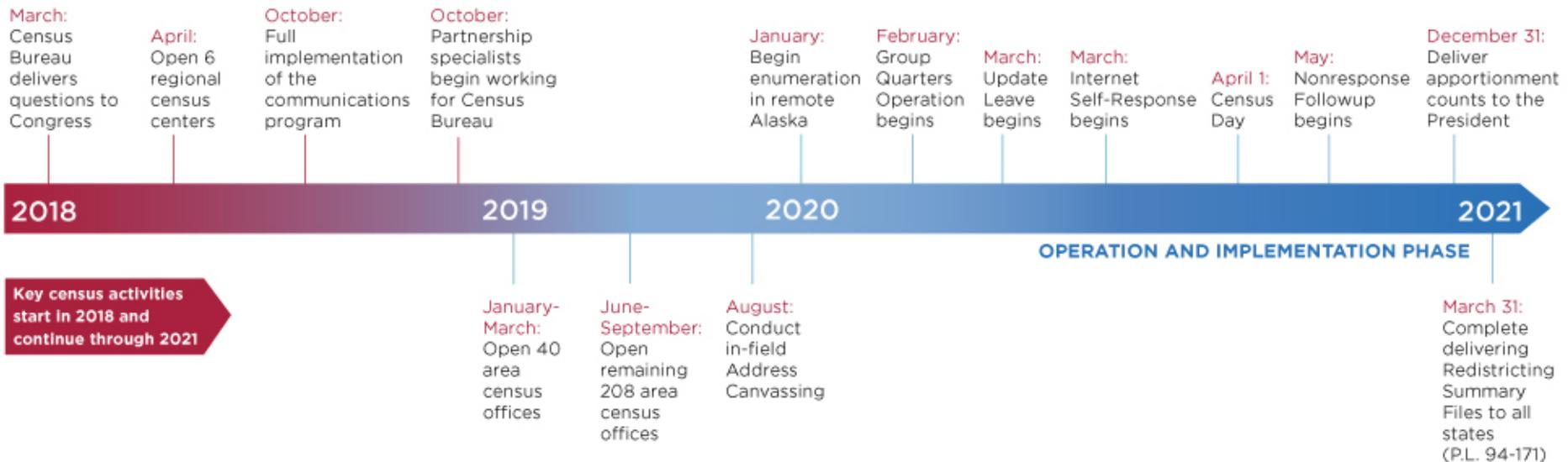
School District

Census Tract

Census Block

Road to the 2020 Census

2020 Census Operational Timeline





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Census 2020

- **LUCA** (Local Update of Census Addresses)
 - Summer 2018
- **PSAP** (Participant Statistical Area Survey)
 - Spring 2019

Current Programs

- **Count Review**
- **BAS** (Boundary & Annexation Survey)
- **LUCA Appeals** – Due Oct 14
- **New Construction Survey** – Due Oct 20
- **Complete Count**



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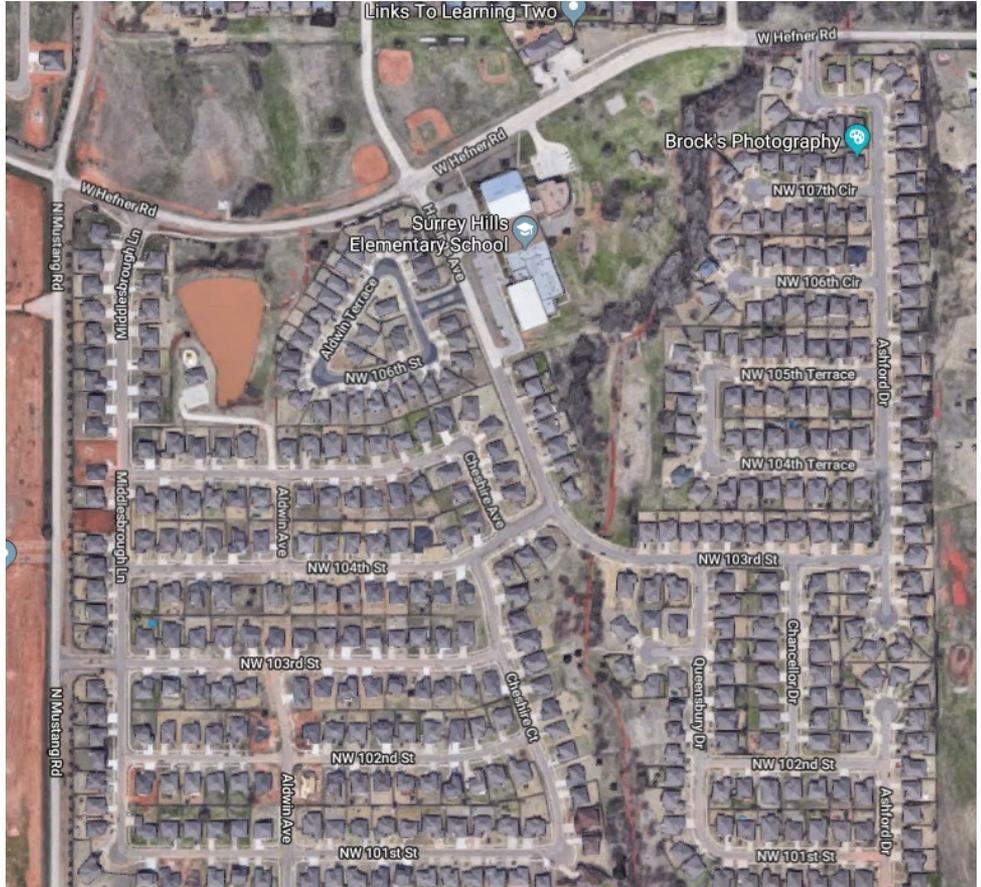
LUCA (Local Update of Census Addresses)

- Mailed to highest elected official in state, county, city or town
- Title 13 protected information
- Updates the database of residential addresses that Census Bureau has on file
- Once every 10 years

- 84,519 addresses 36,000 additional
- 45 days



LUCA (Example Process)

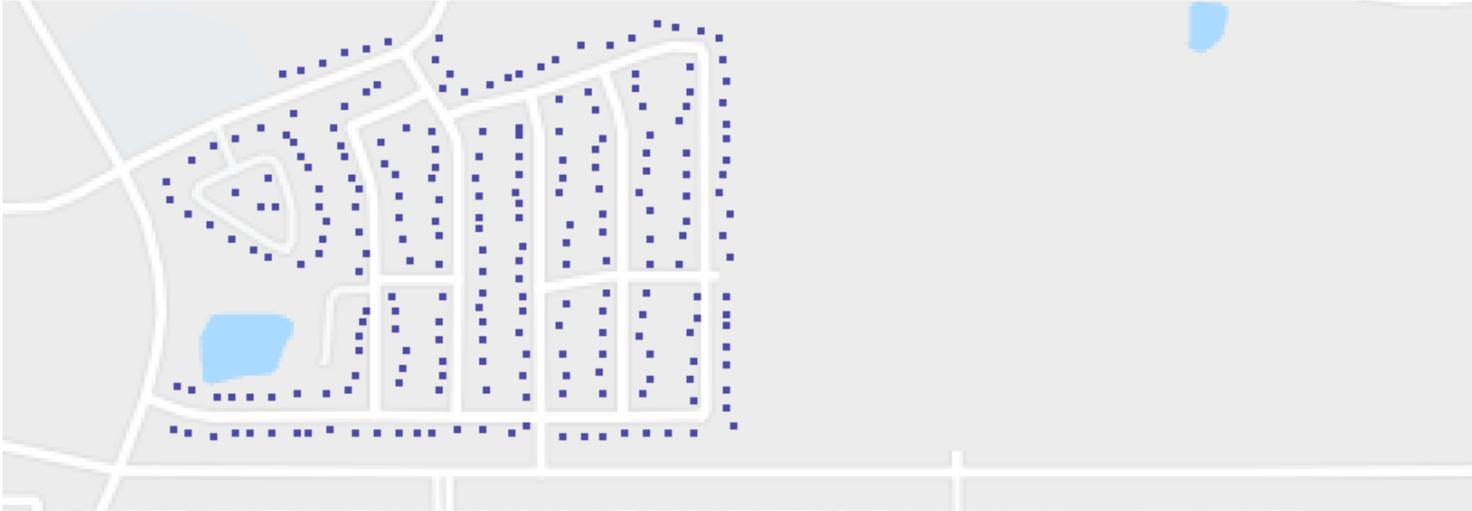




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LUCA (Example)





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PSAP (Participant Statistical Area Survey)

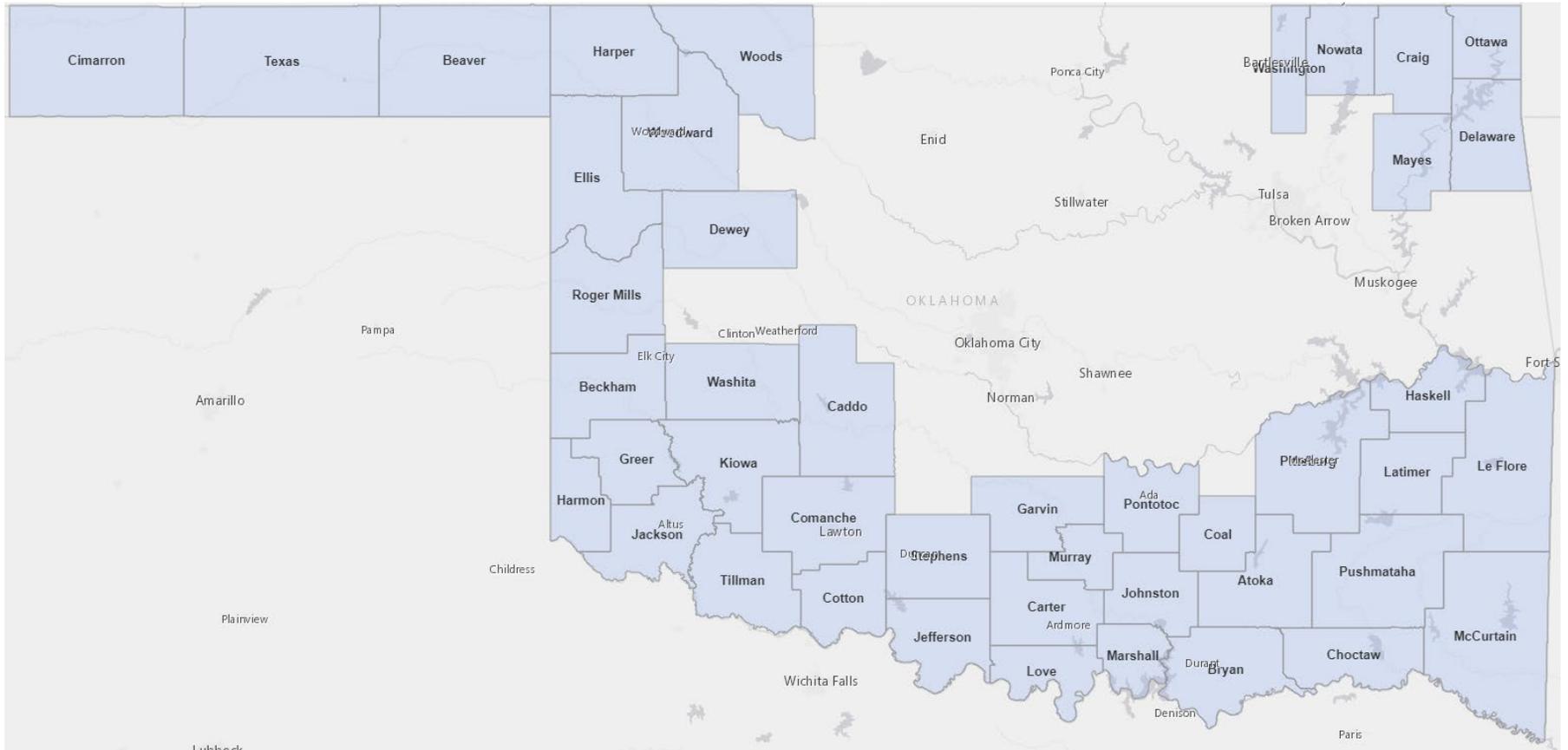
- Mailed to highest elected official in state, county, city or town
- Updates the boundaries of Census Tracts, Census Blocks, Census Designated Place, Census County Divisions
- Once every 10 years



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PSAP (Participant Statistical Area Survey)





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Count Review

- Mailed to highest elected official in state
- Builds on LUCA
- Once every 10 years
- September 26-27 Training
- January-February 2020
- June 2020



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New Construction Survey

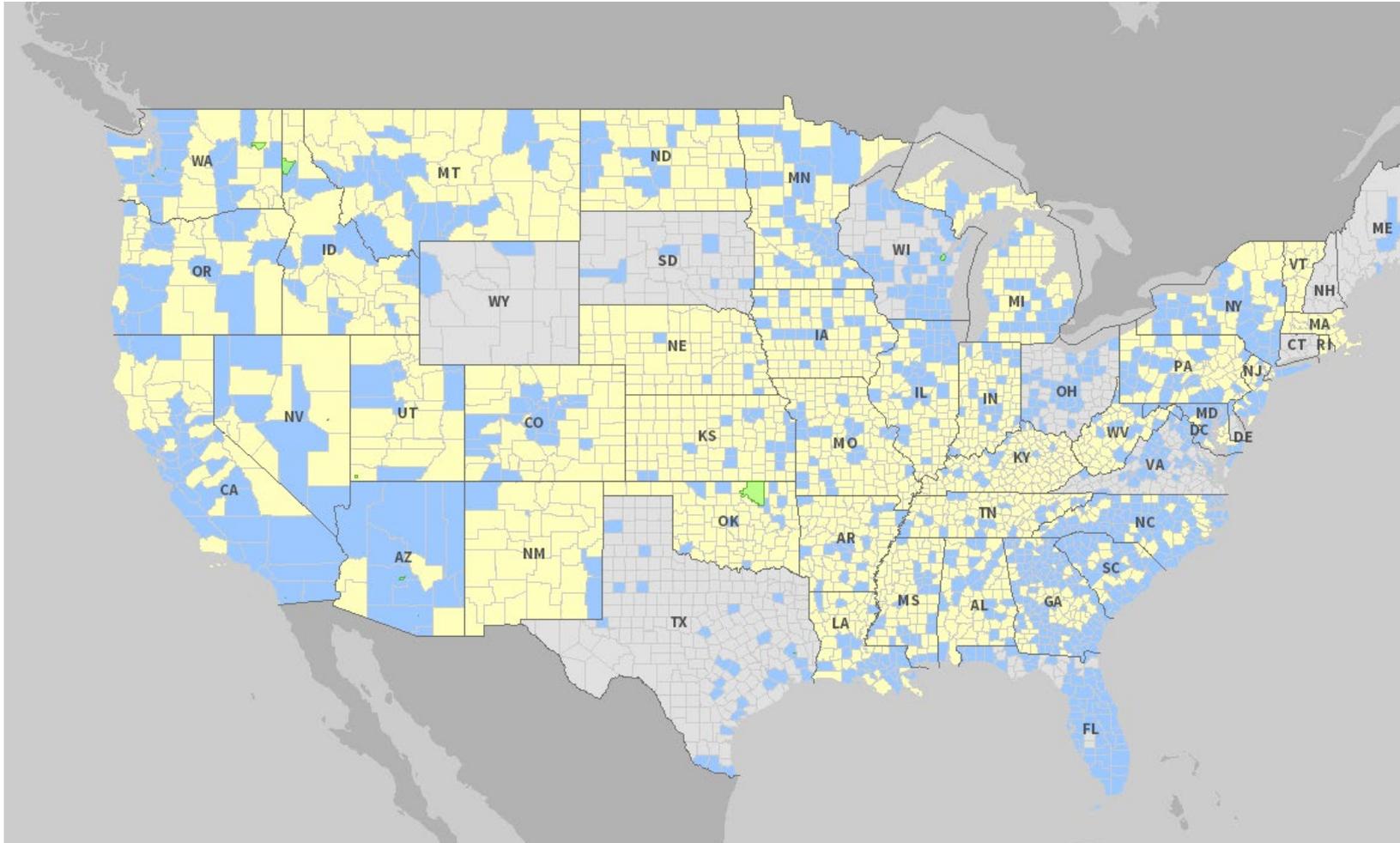
- Mailed to highest elected official in state
- Similar to LUCA, but focuses on new construction
- Last chance for inclusion in 2020 Census
- Once every 10 years



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New Construction Update





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BAS (Boundary & Annexation Survey)

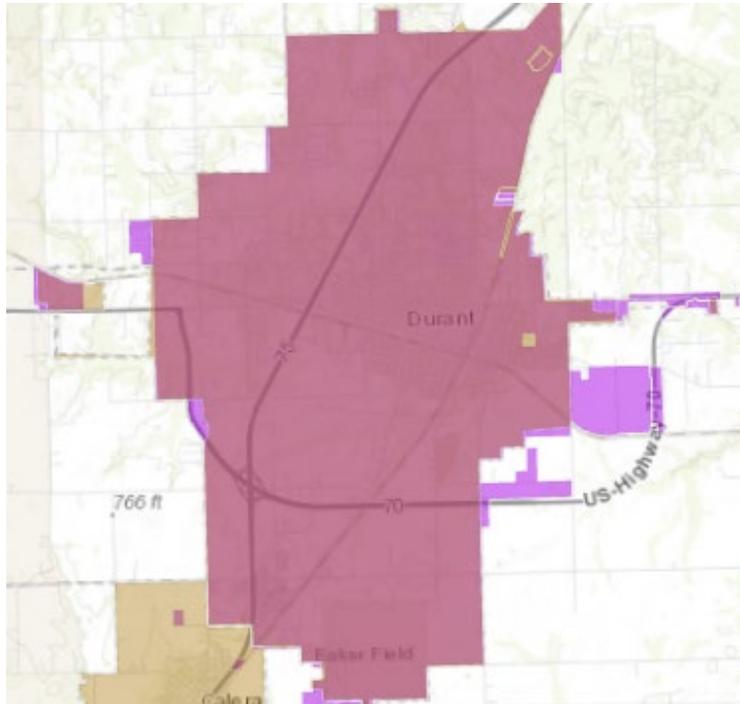
- Mailed to highest elected official in state, county, city or town
- Updates the boundaries of counties, towns and cities that Census Bureau has on file
- Annually



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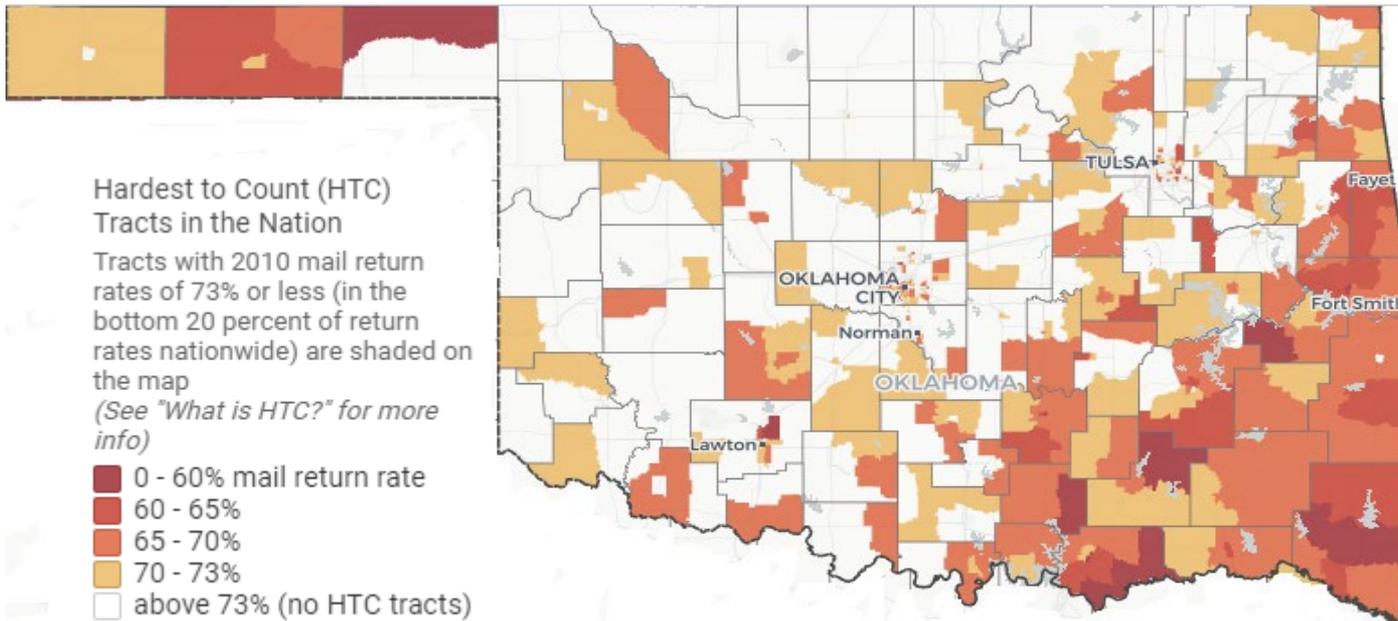
BAS (Boundary & Annexation Survey)





Census Complete Count

Hardest to Count (HTC) Tracts in Oklahoma by Census Tracts



In 2010, Only **75.5% of the state of Oklahoma** households mailed back their 2010 census questionnaire.

<https://www.censushardtocountmaps2020.us/>





Organizations Directly Tied to the Census counts and Federal Funds

A wide variety of people and organizations use census data to support research, advocate for causes, and locate specific population

- Regional hospitals
- Municipalities
- Local governments
- School food programs
- Faith based organizations
- Chambers of commerce
- Tribes
- Local charities and nonprofit Organizations



Hardest to Count (Young Children)

- An estimated 5% of children under the age of 5 were not counted in the 2010 Census. That's about 1 million young children, the highest of any age group.
- As of 2016, there was a total of 95,000 children under 5 years living in Hard-to-Count Census Tracts in Oklahoma

(https://comm.ncsl.org/productfiles/112406131/AECF_2018_kidscountdatabook.pdf)

