

2020 Census Talking Points



WHAT IS IT? AND HOW DOES IT IMPACT NEW MEXICO?

▶ WHAT IS THE 2020 CENSUS?

The decennial census is mandated by the U.S. Constitution and happens once every 10 years. It serves as a count of everyone living in the United States. The 2020 Census will take place from March 12th through July 2020.

In 2020, participation in the census will be more convenient than ever. For most of New Mexico's residents, the census can be completed online, over the phone, or on paper – all in the privacy of your own home.

▶ WHY IS IT IMPORTANT?

From Gallup to Carlsbad, Las Cruces to Raton, and everywhere in between, **the census impacts all communities across New Mexico.**

The census determines how more than \$800 billion in federal funds are distributed to communities across the U.S., **including over \$7 billion per year right here in New Mexico.**

The census helps determine the distribution of funds for things like Medicaid, Supplemental Nutrition Assistance Program (SNAP), education grants, transportation projects, and nutrition programs for school children.

Census data is also used to determine representation in government. Census data helps determine the distribution of seats in the U.S. House of Representatives and district lines at all levels of government.

▶ WHY DOES THE 2020 CENSUS MATTER TO NEW MEXICO?

When it comes to the census, a little goes a long way – **just a 1% undercount in New Mexico means a loss of \$780 million dollars over the next ten years.**

New Mexico receives \$3,745 per person per year in federal funding. This goes to essential programs. For example, our state benefits from federal dollars for SNAP more than any other state

PROGRAMS IMPACTED BY THE CENSUS TOUCH EVERYONE. FOR EXAMPLE:

- Medicaid – \$4.3 billion
- Supplemental Nutrition Assistance Program (SNAP) – \$693 million
- Highway Planning and Construction – \$400 million
- Federal Student Loans – \$280 million

2020 Census Talking Points — Page 1



PROGRAMS IMPACTED BY THE CENSUS (CONTINUED)

- Medicare Part B – \$265 million
- Special Education Grants – \$200 million
- Pell Grants – \$171 million
- Title I Grants to LEAs – \$127 million
- Temporary Assistance for Needy Families (TANF) – \$123 million
- State Children's Health Insurance Program (SCHIP) – \$122.5 million
- National School Lunch Program – \$101 million
- Head Start – \$83 million
- and more

CONFIDENTIALITY + CITIZENSHIP

IS INFORMATION CONFIDENTIAL?

All information collected during the census is protected by federal law. There are strong protections and safeguards against disclosure and misuse of census data.

Under Title 13 of the U.S. Code:

- Census data can only be used for statistical purposes. Personal information cannot be used against respondents in court or by a government agency.
- Personal census information cannot be disclosed for 72 years (this includes names, addresses, and telephone numbers).
- Census Bureau staff who have access to personal information are sworn for life to protect confidentiality and are subject to a \$250,000 fine and/or up to five years in federal prison for wrongful disclosure of information.

The census is designed for you to participate in the privacy of your own home. Fill out your census form right away, send it in (online, via mail, or over the phone) and there won't be a reason for anyone to knock on your door to follow-up.

WHAT ABOUT "CITIZENSHIP"?

There is no citizenship question on the 2020 Census. Organizations fought and won in the US Supreme Court to ensure this. These organizations will continue to challenge any other illegal attempts to obtain or misuse confidential information.

All individuals residing in the U.S. need to fill out the census, regardless of citizenship status. The census is simply a headcount of people living in the U.S.

2020 Census Talking Points



▶ WHAT IS NEW MEXICO DOING?

We know we need to do everything possible to make sure that everyone completes their census form. New Mexico has much to gain and much to lose. People across the state and from all walks of life are standing up for New Mexico to be fully counted.

Governor Lujan Grisham established the Statewide Complete Count Commission (SCCC) to help promote and advertise the census, focus resources on hard-to-count areas and populations, support and coordinate with local complete count committees, and direct resources to communities across the state – all to ensure the highest participation rate.

All 33 counties, 23 Tribal governments, and 30 + community groups also stepped-up and are actively working to promote the census.

The Department of Finance & Administration has been appropriated \$11.5 million (\$3.5 million in 2019 and \$8 million in 2020) to support complete count efforts in the 2020 Census. These funds are used for grants to New Mexico County Complete Count Committees, Tribal Complete Count Committees, media and advertising of New Mexico's iCountNM campaign, direct outreach through community-based organizations, and a Census in Schools campaign, among other areas.

For more information, contact nm2020.census@state.nm.us.

▶ WHAT CAN YOU DO?

All New Mexican's have a small role to play to make sure your community is counted and receives the resources we deserve.

First of all, complete your census. In the amount of time it takes to order fast food, you can fill out your census form for your entire household.

Secondly, be an ambassador for New Mexico. Help your friends, neighbors and family members understand why they should complete their census. Remind them how easy and how important it is.

Lastly, learn more and stay informed by visiting the ICountNM.gov website or follow us on Facebook (@ICountNM2020) and Instagram (@icountnm).