North Carolina Department of Administration

NC Complete Count Commission Meeting

Tuesday, October 23, 2018

Welcome N.C. Complete Count Commission for Census 2020

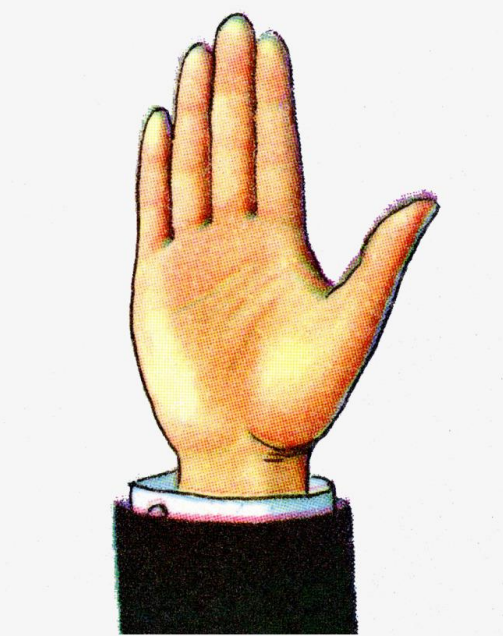
census.nc.gov

2020 U.S. Census

MAKE NC COUNT
CENSUS 2020

- Welcome
- Group Swearing in Ceremony
- Group Photo
- Brief Introductions
- Executive Order
- Census 2020: Who, What, When, Where and Why?
- North Carolina Census Data and Demographics
- Lunch and Networking
- Selection of Commission Leadership
- Subcommittee Engagement Session
- Open Discussion/Report Out
- Next Steps and Closing Remarks

Oath of Office



Oath of Office

All advisory board and commission members are to be sworn in and sign an Oath of Office prior to voting on matters before the board.

Introductions

North Carolina Complete Count Commission for Census 2020

PLEASE SHARE YOUR:

- ✓ Name
- ✓ Origination and/or Role

Executive Order

Mission: Governor Roy Cooper signed Executive Order 79, establishing the North Carolina Complete Count Commission, an advisory membership charged with increasing awareness and understanding about the importance of the 2020 Census and encouraging people of North Carolina to participate in the 2020 Census.

Commission Duties

Duties: NC Complete Count Commission members will engage in planning, outreach, awareness and education efforts to encourage individuals, communities, civic organizations, faith-based groups, local governments and the media to support and facilitate the most complete, accurate and on-time census count for North Carolina in the year 2020.

Commission Duties

Ethics: The NC Complete Count Commission is not a covered board under N.C. State Ethics Commission guidelines; however, the NC Complete Count Commission and its members should strive to adhere to principles set forth in the State Ethics Commission Rules. Visit https://ethics.ncsbe.gov for more information).

Key Principles

- No one Commission member speaks for the whole Commission
- Compensation is not offered for time served on the Commission; acceptance of gifts is not allowed

Why Does It Matter?

Why does a complete and accurate Census matter?

- The federal, state and local governments all use census data to make policy decisions related to funding healthcare, education, transportation and much more – which can equate to billions of dollars in federal funds for North Carolina.
- Businesses big and small use census data as well.
- Finally, census data are used as the basis of our democracy: every 10 years political districts are redrawn in a process called redistricting and how many seats a state has in the U.S. House of Representatives is recalculated in a process called congressional apportionment. (After the 2010 Census, Oregon, Nevada, Utah, Arizona, Texas, Florida, South Carolina, Georgia, all gained seats; Iowa, Missouri, Illinois, Michigan, Louisiana, Ohio, Pennsylvania, New York, New Jersey, and Massachusetts lost seats!)

Commission Expectations

What type of work will the Commission and subcommittees be engaged with?

Capacity Building, Promotion Planning and Action Items

Capacity Building	Promotion Planning	Action Items
• Recruit community, civic, faith-based, philanthropic organizations and business leaders to serve on the committee. • Create subcommittees. • Set a schedule for meetings and establish deadlines for specific goals. • Consider budget needs. • Create educational materials (perhaps as a subcommittee assignment). • Compile what federal and state programs have benefitted the area.	• Consider what are the biggest concerns or barriers to answering the census. • Who is critical to engage first? • How do different groups view government and the census? • What languages will be needed? • Create apparel such as t-shirts, tote bags and hats. • Consider producing media advertisements or PSAs to reach the public, including radio, TV, internet or billboards. • Partner with business in the area to promote the census.	• Contact and present to organizations such as places of worship and neighborhood associations. • Take part in established community events such as fairs. • Hold a food drive with 2020 Census promotion. • Attend community meetings with 2020 Census literature and be available to answer questions or concerns. • Have all government employees answer phones and emails with a 2020 Census message and be ready to answer common questions such as those listed above.

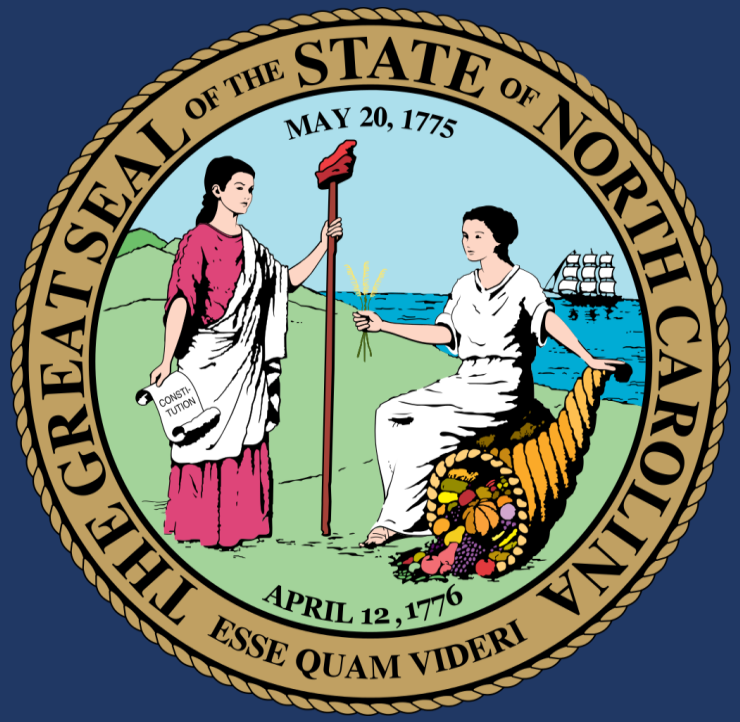
TOGETHER WE WILL …

census.nc.gov

Up Next:

Census 2020: Who, What, When, Where and Why?

Bob Coats
Governor's Census Liaison
North Carolina Office of State Budget and Management



2020 Census
NC Complete Count Commission

Bob Coats
Governor's Census Liaison
North Carolina State Data Center
Office of State Budget & Management,
Demographic & Economic Analysis Section

Bob.Coats@osbm.nc.gov

Goals

- **Impact of the 2020 Census**
- **Census Preparations To Date**
- **Census Partnership and Promotion**
  - NC Complete Count Commission

Census Impact

- **Our Voice (Representation)**
  - Census is required in the Constitution
  - Count every resident, once, and in the right place
  - Apportionment and Redistricting
- **Our Tax Dollars (Funding)**
  - $1,623 per person, per year in Federal Funding to NC based on Census data in FY2015
  - About $200 per person, per year in state funding based on Census data
- **Our Future (Planning)**
  - Largest survey in the US providing reliable, comparable data
  - Vital for business and local government service

General Preparations

- **NC Geographic Information Coordinating Council (GICC)**
  - Committee of state, federal, and local agencies to coordinate geospatial data development and use.
  - NC SDC chairs Census working group supporting GSSI, LUCA, and BAS
- **15 Regional Trainings**
  - Hosted by NC SDC affiliates and highlighting LUCA and Census promotion.
  - Planning for another round of trainings on CCCs, PSAP, and Boundary verification.
- **Census Staff Visits**
  - Regional Office staff visited larger municipalities and Governor's office promoting LUCA and CCC participation
  - Partnership specialist visiting local governments promoting CCC creation

NC SDC Activities

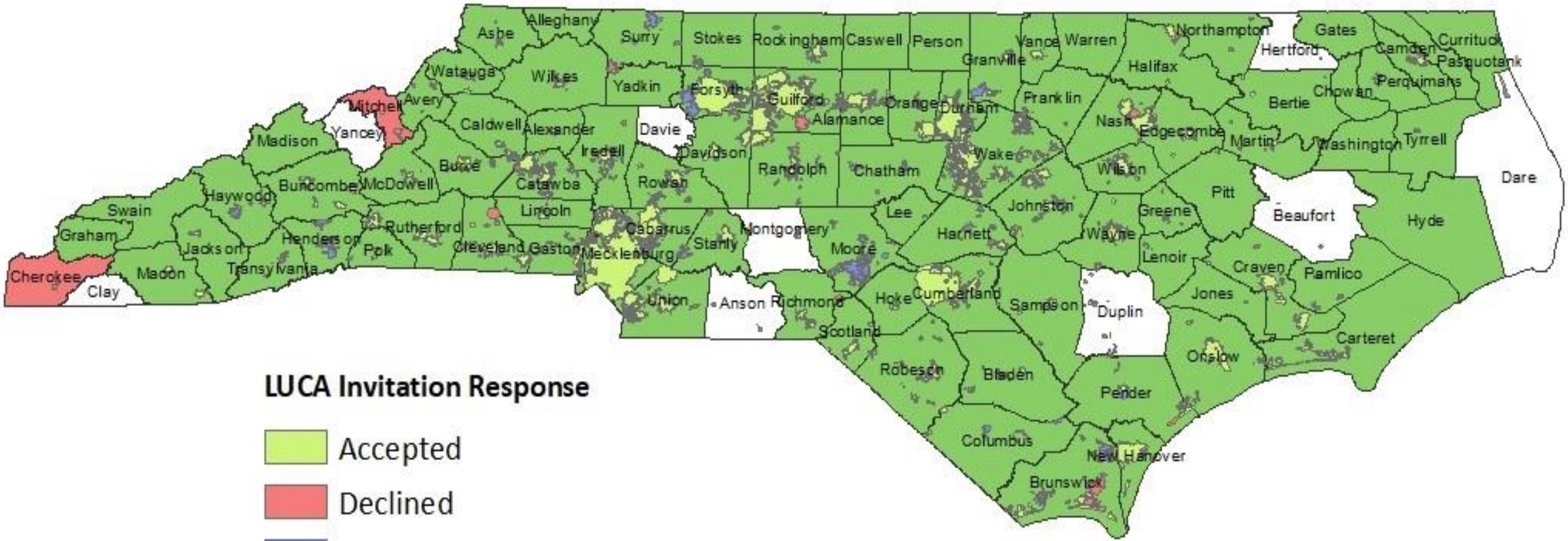
- **Communication**
  - Administration and Affiliates
  - Listservs – County Commissioners, Municipalities, Planners, Data Users
  - Stakeholders
- **Participation**
  - BAS/Consolidated BAS (CBAS)
  - Census Redistricting
  - Participant Statistical Areas Program (PSAP)
- **Preparation/Training**
  - Local workshops
  - Webinars/streaming
  - Leveraging existing meetings

Local Update of Census Addresses (LUCA)

Once a decade verification of residential and group quarters addresses by tribal or local governments

Connects Census forms with households

2020 Census LUCA Participation
February 15, 2018



LUCA Invitation Response

- Accepted
- Declined
- Partnering with Another Govt

Boundary Annexation Survey (BAS)

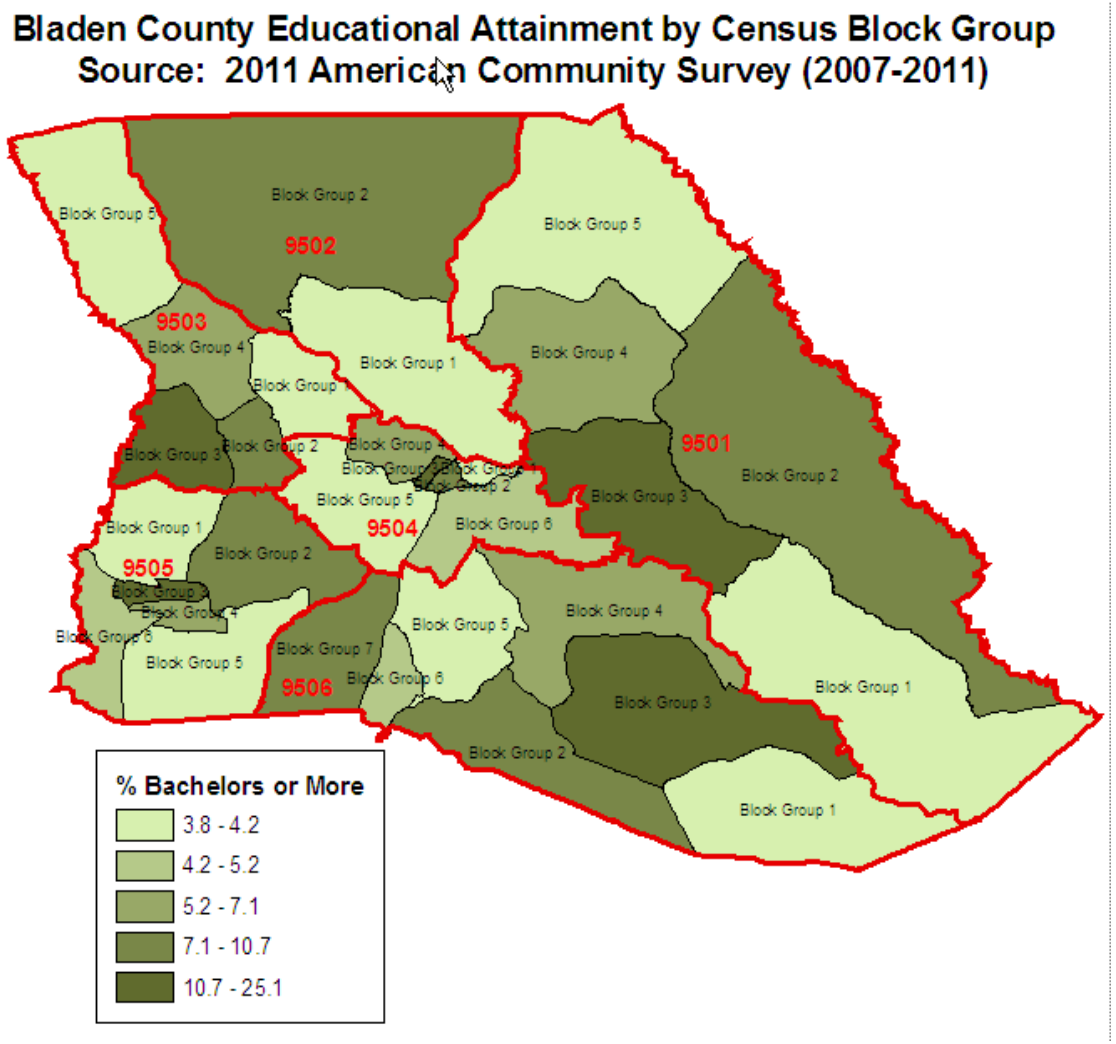
Annual verification of corporate boundaries

Places addresses – and their Census counts – in the correct area

Participant Statistical Areas Program (PSAP)

Once a decade tribal and local suggestion of statistical boundaries

- census tracts
- block groups
- Census Designated Places (CDPs)



Census Partnership and Promotion

- Census data is the foundation of apportionment in the US House of Representatives, drives over $1,600 per person per year in federal funding to North Carolina, and informs local planning, economic development, and services.

- Preparation – LUCA, BAS, PSAP – is very important

- Preparation without Participation is wasted effort

- Local preparation partnerships – Complete Count Committees involve trusted local faces in promoting Census participation

Complete Count Committees - CCCs

- Census staff are meeting with local elected leaders – state, county, and municipal – to encourage the formation of CCCs.

- Anyone can form a CCC
  Churches, schools/campuses, non-profits, neighborhoods, Businesses, clubs/organizations, … anyone!

- CCCs are NOT identical!
  CCCs will vary in organization and operation because the communities they serve vary

- All CCCs should – Assess, Plan, Budget, and Communicate

Recent Migration
Poverty
Language
Participation Risk
Preschool Age
Race
Literacy

Assessing Risks

- There is no substitute for local knowledge, but the Census Bureau has tools that can help assess the Census participation risk at small geographic areas – Census Tracts and Block Groups

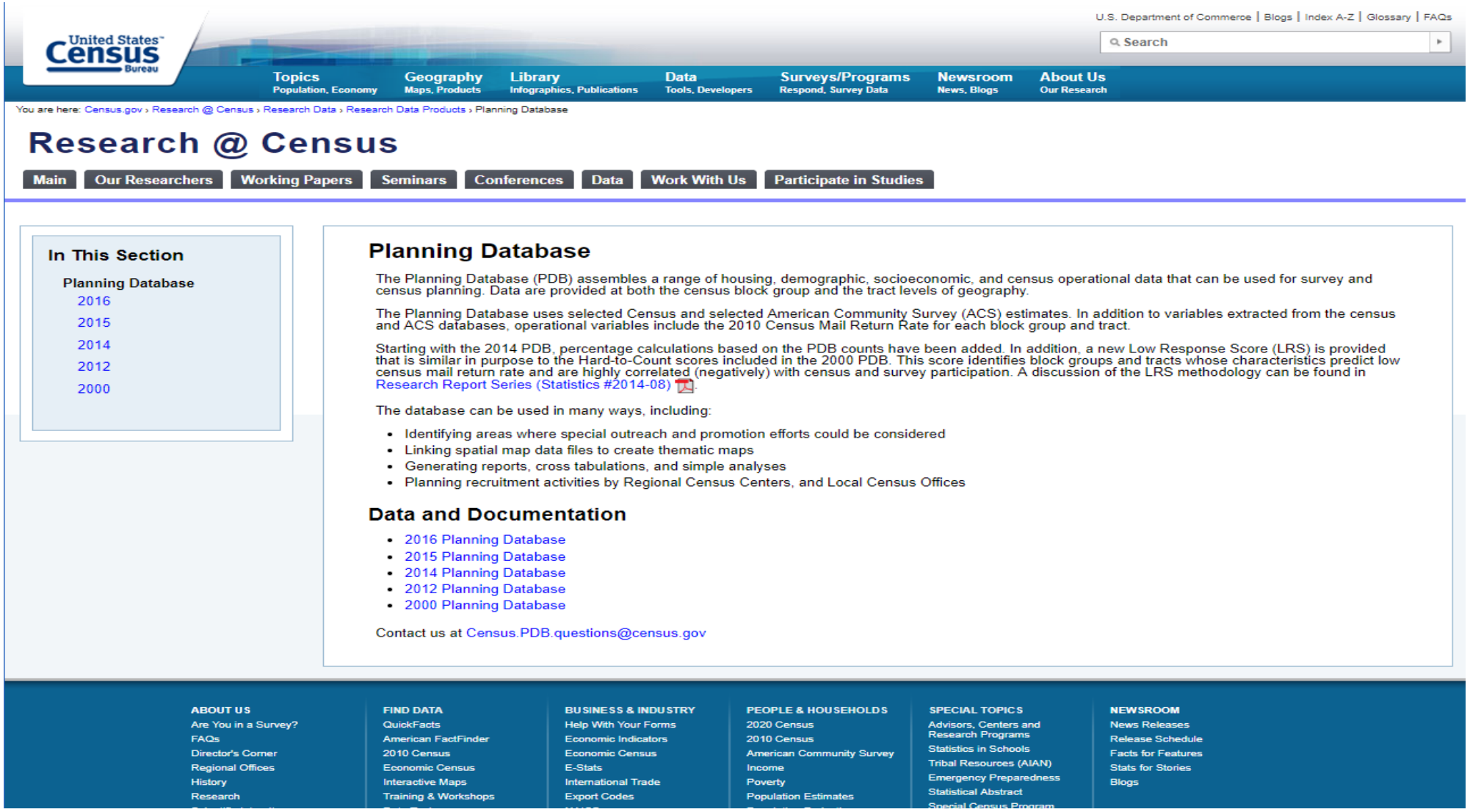
- Census Planning Database
  Detailed risk factor data from the most recent ACSs and response rate data from the 2010 Census

- Response Outreach Area Mapper (ROAM)
  Online risk mapping of Planning Database data and a calculated Low Response Score to the Census Tract level

- Census Engagement Navigator
  Visualization of Planning Database data and 2010 Census mail response rate to the Census Tract level

Census Planning Database

https://www.census.gov/research/data/planning_database/



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In This Section

Planning Database
- 2016
- 2015
- 2014
- 2012
- 2000

Planning Database

The Planning Database (PDB) assembles a range of housing, demographic, socioeconomic, and census operational data that can be used for survey and census planning. Data are provided at both the census block group and the tract levels of geography.

The Planning Database uses selected Census and selected American Community Survey (ACS) estimates. In addition to variables extracted from the census and ACS databases, operational variables include the 2010 Census Mail Return Rate for each block group and tract.

Starting with the 2014 PDB, percentage calculations based on the PDB counts have been added. In addition, a new Low Response Score (LRS) is provided that is similar in purpose to the Hard-to-Count scores included in the 2000 PDB. This score identifies block groups and tracts whose characteristics predict low census mail return rate and are highly correlated (negatively) with census and survey participation. A discussion of the LRS methodology can be found in Research Report Series (Statistics #2014-08).

The database can be used in many ways, including:

- Identifying areas where special outreach and promotion efforts could be considered
- Linking spatial map data files to create thematic maps
- Generating reports, cross tabulations, and simple analyses
- Planning recruitment activities by Regional Census Centers, and Local Census Offices

Data and Documentation

- 2016 Planning Database
- 2015 Planning Database
- 2014 Planning Database
- 2012 Planning Database
- 2000 Planning Database

Contact us at Census.PDB.questions@census.gov

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Economic Indicators
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E-Stats
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Export Codes

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2010 Census
American Community Survey
Income
Poverty
Population Estimates

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Statistics in Schools
Tribal Resources (AIAN)
Emergency Preparedness
Statistical Abstract
Special Census Program

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ROAM – https://www.census.gov/roam

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Response Outreach Area Mapper

January 2018

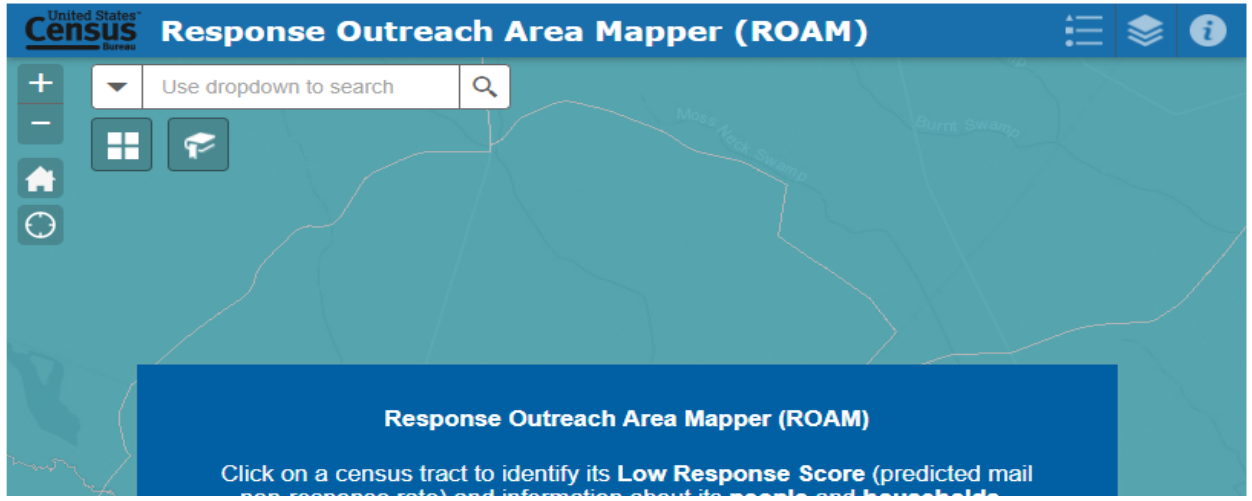
The Response Outreach Area Mapper (ROAM) application was developed to make it easier to identify hard-to-survey areas and to provide a socioeconomic and demographic characteristic profile of these areas using American Community Survey (ACS) estimates available in the Planning Database. Learning about each hard-to-survey area allows the U.S. Census Bureau to create a tailored communication and partnership campaign, and to plan for field resources including hiring staff with language skills. These and other efforts can improve response rates. To learn more see The Low Response Score (LRS): A Metric to Locate, Predict, and Manage Hard-to-Survey Populations.

To help you get started, please reference ROAM's additional resources:

- User Guide
- Data Dictionary
- Frequently Asked Questions

ROAM Application

Interact with the live application below, or open it in a separate window.



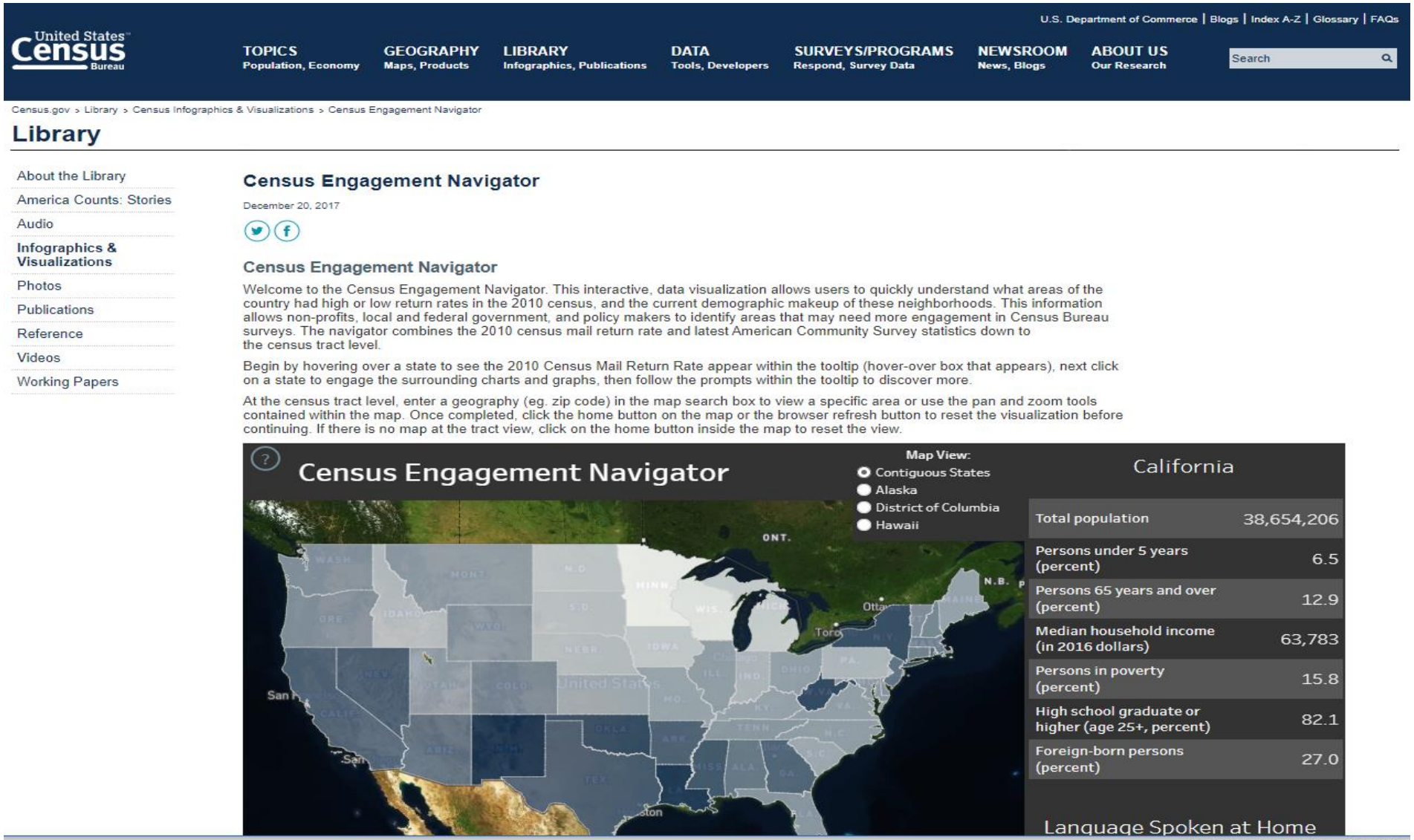
Related Information

American Community Survey (ACS)

The Planning Database (2015-2016)
September 15, 2016

Census Engagement Navigator

https://www.census.gov/library/visualizations/interactive/engagement.html



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Census Engagement Navigator

December 20, 2017

Census Engagement Navigator

Welcome to the Census Engagement Navigator. This interactive, data visualization allows users to quickly understand what areas of the country had high or low return rates in the 2010 census, and the current demographic makeup of these neighborhoods. This information allows non-profits, local and federal government, and policy makers to identify areas that may need more engagement in Census Bureau surveys. The navigator combines the 2010 census mail return rate and latest American Community Survey statistics down to the census tract level.

Begin by hovering over a state to see the 2010 Census Mail Return Rate appear within the tooltip (hover-over box that appears), next click on a state to engage the surrounding charts and graphs, then follow the prompts within the tooltip to discover more.

At the census tract level, enter a geography (eg. zip code) in the map search box to view a specific area or use the pan and zoom tools contained within the map. Once completed, click the home button on the map or the browser refresh button to reset the visualization before continuing. If there is no map at the tract view, click on the home button inside the map to reset the view.

STEP 1

READ THE INTRO

Welcome!
Find out what this toolkit is, who it's for, and how to use it.

PAGE 03

STEP 2

GET A CENSUS REFRESHER

Take Census 101—get a refresher on the reasons census matters to your community and the United States at large.

PAGE 04

STEP 3

LEARN THE BASICS OF OUTREACH

Get quick tips & best practices on how to design your outreach based on behavioral science research.

PAGE 06

STEP 4

IDENTIFY YOUR AUDIENCE TO UNDERSTAND THEIR BARRIERS TO PARTICIPATION

"I don't think the census has any impact on my life."

PAGE 11

"I don't feel comfortable sharing my information."

PAGE 12

"I have trouble completing census forms."

PAGE 13

"I don't have time to fill out the census."

PAGE 14

STEP 5

TAILOR YOUR OUTREACH

Answer some questions and fill in the blanks to create a plan for your outreach strategy.

PAGE 15

STEP 6

USE OUR RESOURCES

See examples and get printable materials to support your census outreach efforts.

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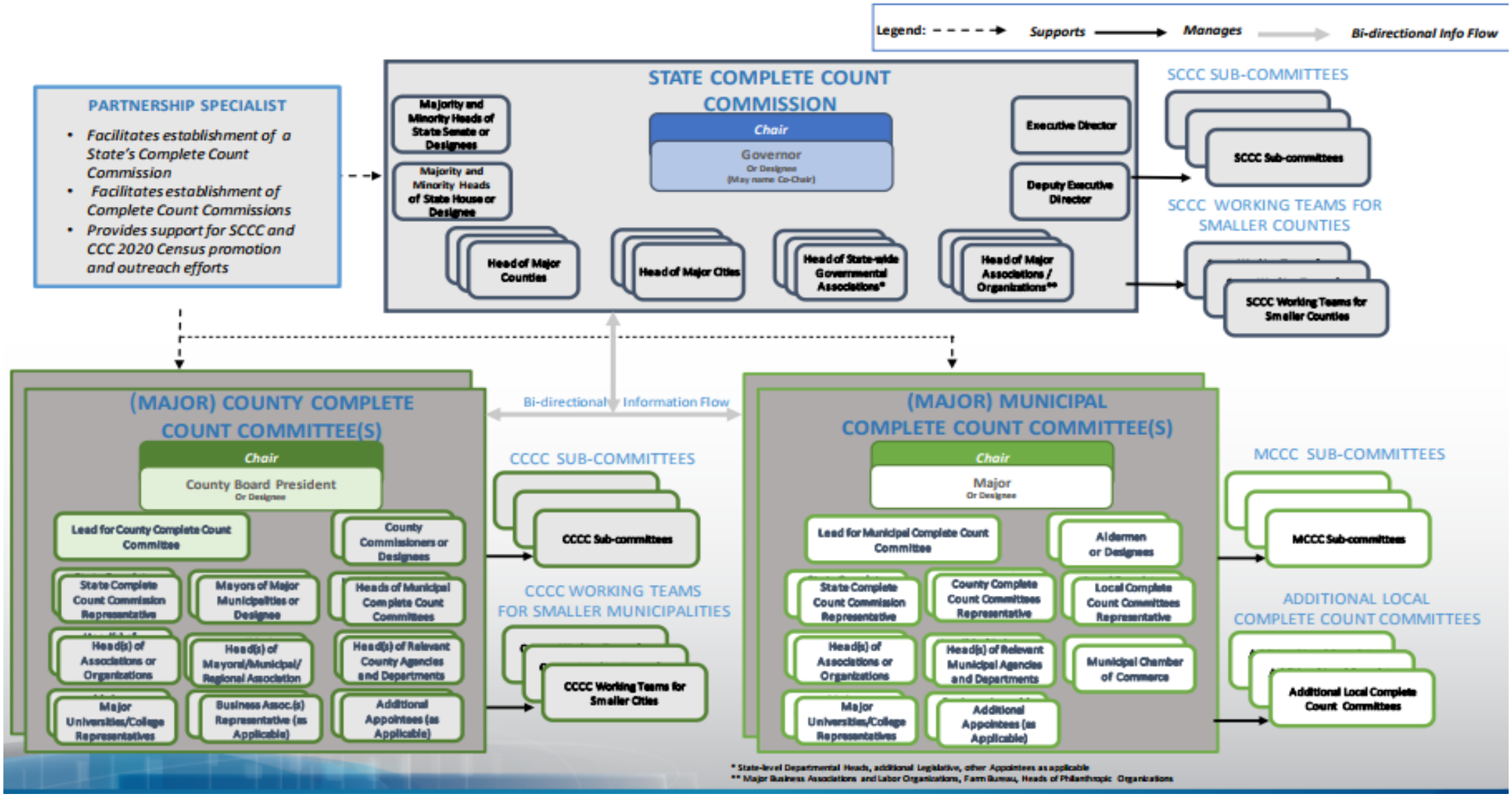
Planning

- The assessment process identifies participation risk populations and areas
- Assess, plan, budget, communicate - LOCALLY
- Local trusted voices in these areas are high priorities
- Trusted local feedback will inform outreach opportunities and strategies
- Feedback, opportunities, and strategies will guide the structure of your CCC and establish a rough timeline
- Plan to be flexible

Integrated SCCCs and CCCs



SCCC and CCC Subcommittee Types

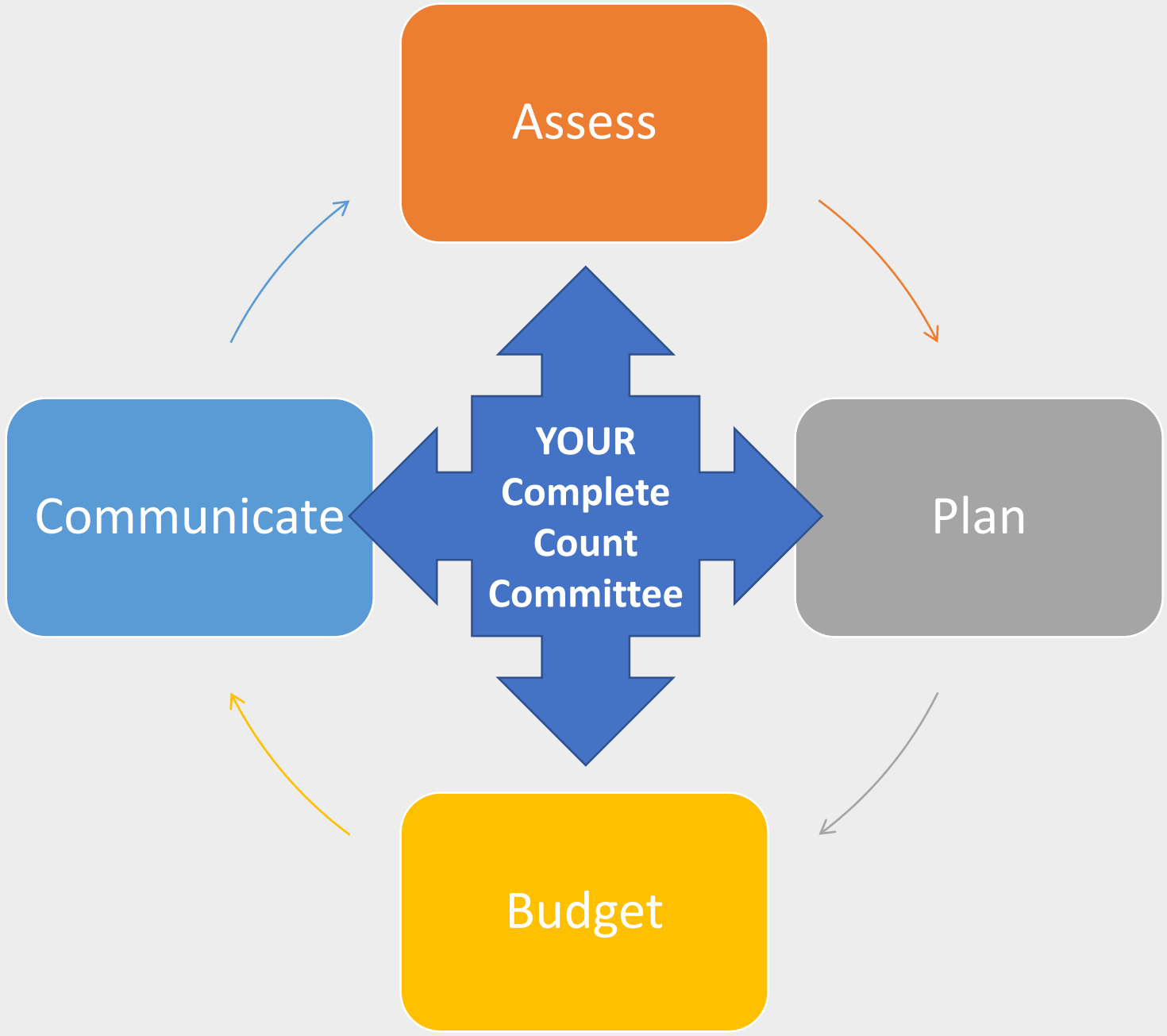
BUSINESS	• Involving a community's business sector creates a unifying element that touches every household within the community.
COMMUNICATIONS, MEDIA AND TECHNOLOGY	• Assists community Organizations in utilizing Census toolkit materials enables them to innovate.
COMMUNITY ORGANIZATIONS	• Utilizing community orgs provide outreach opportunities for a broad spectrum of residents of all ages, races and backgrounds.
DATA AND MAPS	• Understanding where hard-to-count areas exist is important to direct subcommittee activities toward the correct populations and geographic areas.
EDUCATION (PRESCHOOL - GRADE 12)	• Reaches U.S. households through schools and helps create a generation of future self-responders.
EDUCATION (POST SECONDARY)	• Works with university housing to obtain administrative records for group quarters, builds relationships with leadership to facilitate access.
EX-OFFENDER	• The ex-offender population is sizeable and is often disenfranchised from the community and hard to track..
FAITH-BASED	• Faith-based organizations are found in every community and maintain interactive and ongoing communications with their members.
GOVERNMENT	• Census can manage costs by leveraging the ability of local government to provide knowledge of the population, organizations., and institutions.
GROUP QUARTERS	• Because of the limited access to most group quarters, cooperation from the institutions is vitally important to achieve an accurate count.
HOMELESS	• In the 2010 Decennial Census, the count was 209,325 for persons counted at shelters, outdoor locations, soup kitchens and mobile food vans.
IMMIGRANT	• One of the serious challenges for a Census enumerator is encountering housing units where no one in the household speaks English.
LIBRARY	• Urban Libraries Council says libraries are the "most trusted government entity", poised to be pivotal for civic engagement.
RECRUITING	• Reaching all members of the workforce community enhances the ability of the Census to plug into existing recruiting resources.
SENIOR CITIZEN	• Although a high responding group, the trend towards reduced home ownership may create enumerating challenges for field.
SPECIAL HOUSING	• The rental population will exceed a third of the entire U.S. population by 2020.No matter the housing type, access is vital for an accurate count.
VETERANS	• Over 22 million veterans living in the United States present a sizeable bloc distributed throughout the 50 states.Former military personnel can provide leadership and excellent recruiting assistance.
STATE DATA CENTERS/CENSUS INFORMATION CENTERS	

Budget

- Assessment, organization, and strategy will create demands on time and resources
- Take advantage of existing skills and resources - leverage/piggy-back
- Use resources from the Census Bureau, State or neighboring CCCs
- Explore cost sharing opportunities with local partners – businesses, organizations, schools/colleges, faith-based groups, etc.
- Be innovative, efficient, and collaborate with neighboring CCCs

Communicate

- You are NOT alone
- Communicate with your community but also with your partners
- Stay in touch with local CCCs and trusted voices
- Census Bureau staff and partnership resource are available
- Stay in touch with the NC CCC leadership
- Share your stories


Assess
Communicate
YOUR
Complete
Count
Committee
Plan
Budget

Our Website – https://census.nc.gov

MAKE NC COUNT
CENSUS 2020

Home Contacts

North Carolina 2020 Census

Make NC Count

The Census is your chance to make sure your community counts. Participating in the Census will help make sure your community gets:

- Fair representation in Congress
- Financial resources for health, schools, transportation, and more
- Information leaders need to help your community plan for the future.

What is the Census?

MAKE NC COUNT

CENSUS 2020

Contact

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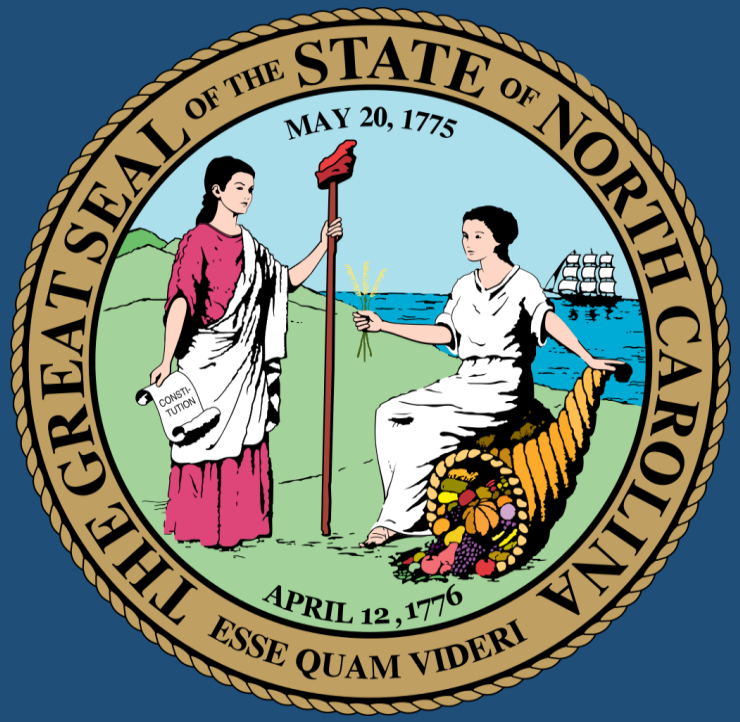
Bob.Coats@osbm.nc.gov

Governor's Census Liaison,
North Carolina State Data Center
Demographic and Economic Analysis Section
NC Office of State Budget and Management

Up Next:

North Carolina Census Data and Demographics

Michael Cline
State Demographer
North Carolina Office of State Budget and Management



Where Have We Been? Where Are We Going? North Carolina Demographic Trends and Challenges

Mike Cline, PhD
State Demographer
Office of State Budget & Management,
Demographic & Economic Analysis Section
October 23, 2018

Michael.Cline@osbm.nc.gov

Fiscal Impacts of the Census (Annual)

$16.3 Billion in Federal Dollars Distributed to North Carolina

Estimated amount of funds distributed to North Carolina based directly or indirectly on decennial Census statistics (16 largest federal programs).

- $1,623 per capita

Source: George Washington University, Counting for Dollars 2020

$1.5 Billion in State Funds Distributed to Municipalities & Counties

Estimated amount of funds distributed annually to North Carolina based upon OSBM certified population estimates (2 largest state revenue allocations).

- $205 Per Capita

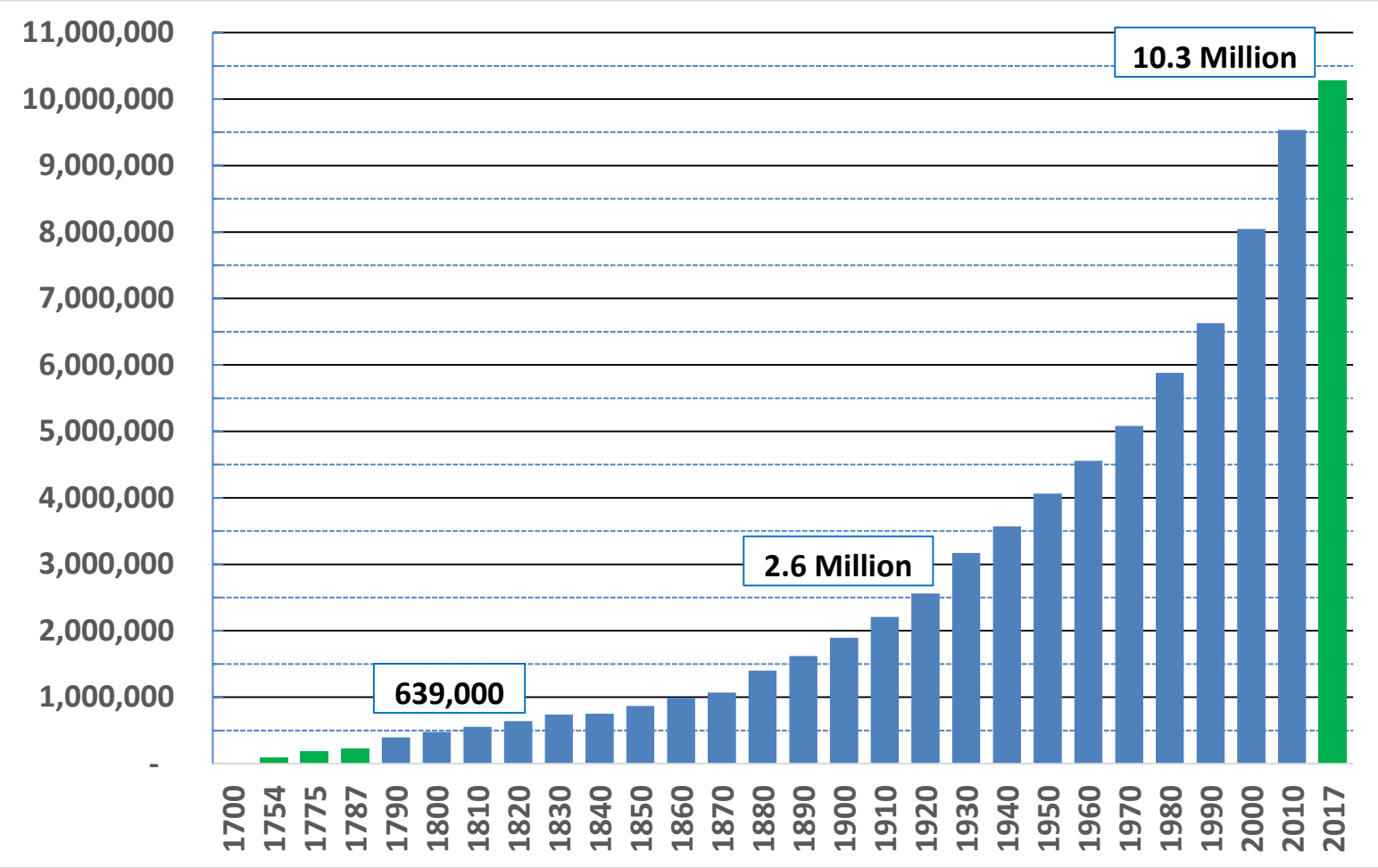
Source: North Carolina Dept. of Transportation, 2017 North Carolina State Street-Aid Allocations to Municipalities ; North Carolina Dept. of Revenue, Collections for Month Ending Reports for 2017.

ANNUAL ESTIMATES REQUIRE ACCURATE CENSUS COUNT!

Note: Not all municipalities and counties participate in street-aid allocations or use the per capita formula for distributing DOR funds.

Where Have We Been? Where Are We Going?

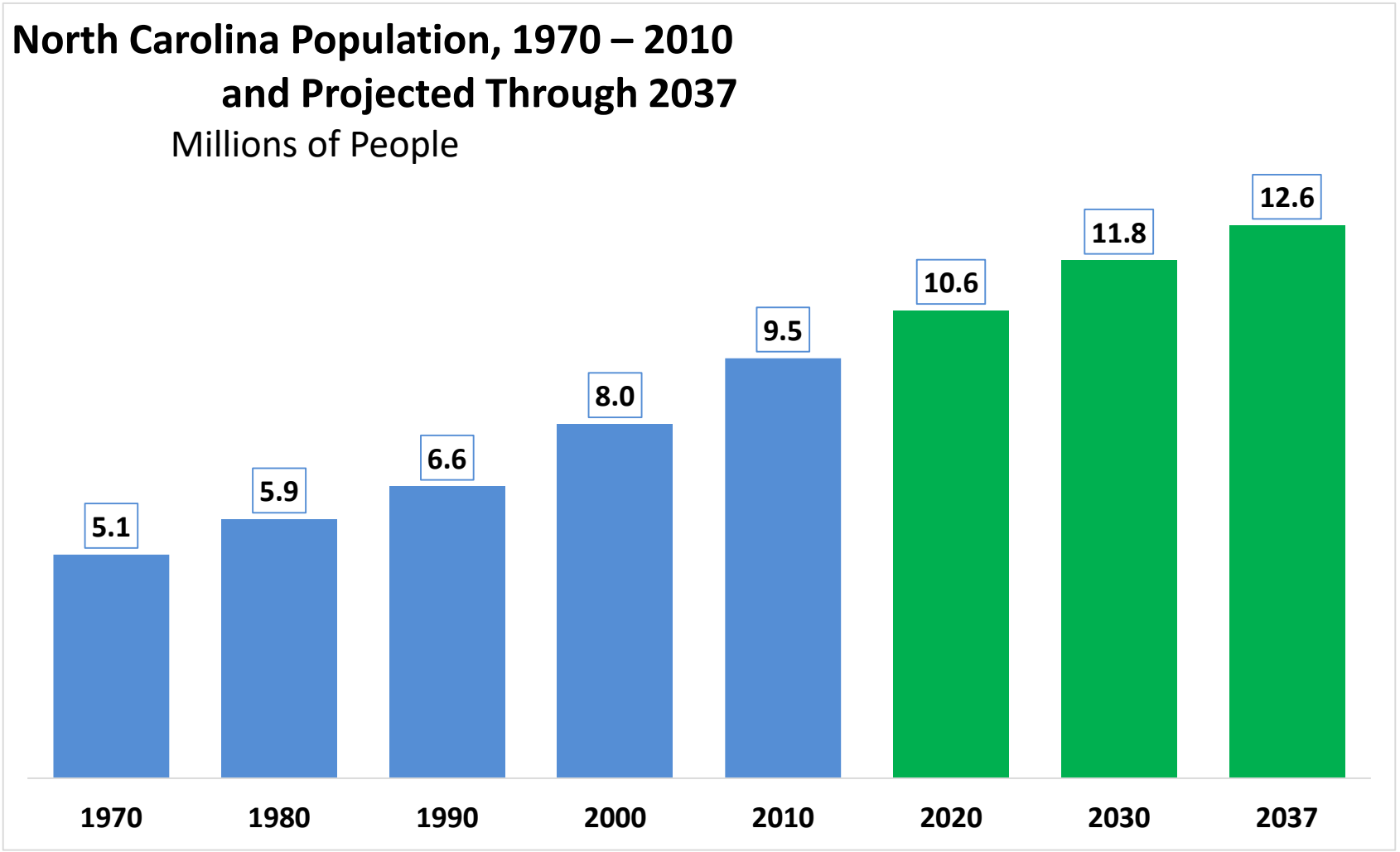
North Carolina Population, 1700 - 2017



Note: Early estimates and censuses excluded most American Indians. Populations in western North Carolina was not enumerated in 1790.

Source: 1700-1787 Estimates from Various Sources as Reported in *History and Growth of the United States Census*, 56th Congress, 1st Session, Document 194; US Census Bureau, Decennial Censuses (1790-2010); U.S. Census Bureau, Population Estimates, 2017 Vintage.

North Carolina Population Change – Historic and Projected



Source: US Census Bureau, Decennial Censuses; OSBM Population Projections, 2017 Vintage.

North Carolina Population vs. Other States

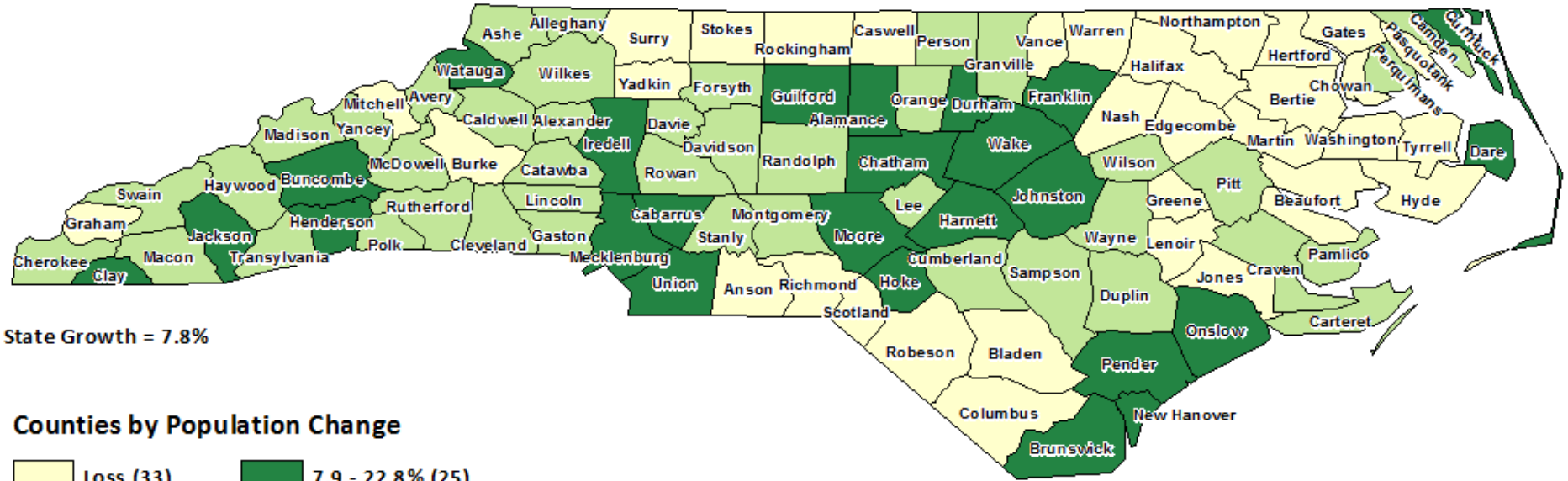
9th Largest State at 10.3 Million

5th Largest Population Gain (737,698 people), April 2010 to July 2017

	Population Estimate		Change, 2010 to 2017	
Geographic Area	April 1, 2010	July 1, 2017	Number	Percent
United States	308,758,105	325,719,178	16,961,073	5.5
California	37,254,518	39,536,653	2,282,135	6.1
Texas	25,146,100	28,304,596	3,158,496	12.6
Florida	18,804,594	20,984,400	2,179,806	11.6
New York	19,378,110	19,849,399	471,289	2.4
Pennsylvania	12,702,857	12,805,537	102,680	0.8
Illinois	12,831,565	12,802,023	-29,542	-0.2
Ohio	11,536,730	11,658,609	121,879	1.1
Georgia	9,688,690	10,429,379	740,689	7.6
North Carolina	9,535,721	10,273,419	737,698	7.7
Michigan	9,884,129	9,962,311	78,182	0.8

Source: U.S. Census Bureau, Population Estimates, 2017 Vintage.

Population Change in North Carolina Counties, April 1, 2010 - July 1, 2017



State Growth = 7.8%

Counties by Population Change

- Loss (33)
- 7.9 - 22.8% (25)
- 0.1 - 7.8% (42)

Source: North Carolina Office of State Budget & Management;
Demographic & Economic Analysis Branch, Certified Population Estimates, 2017 Vintage.

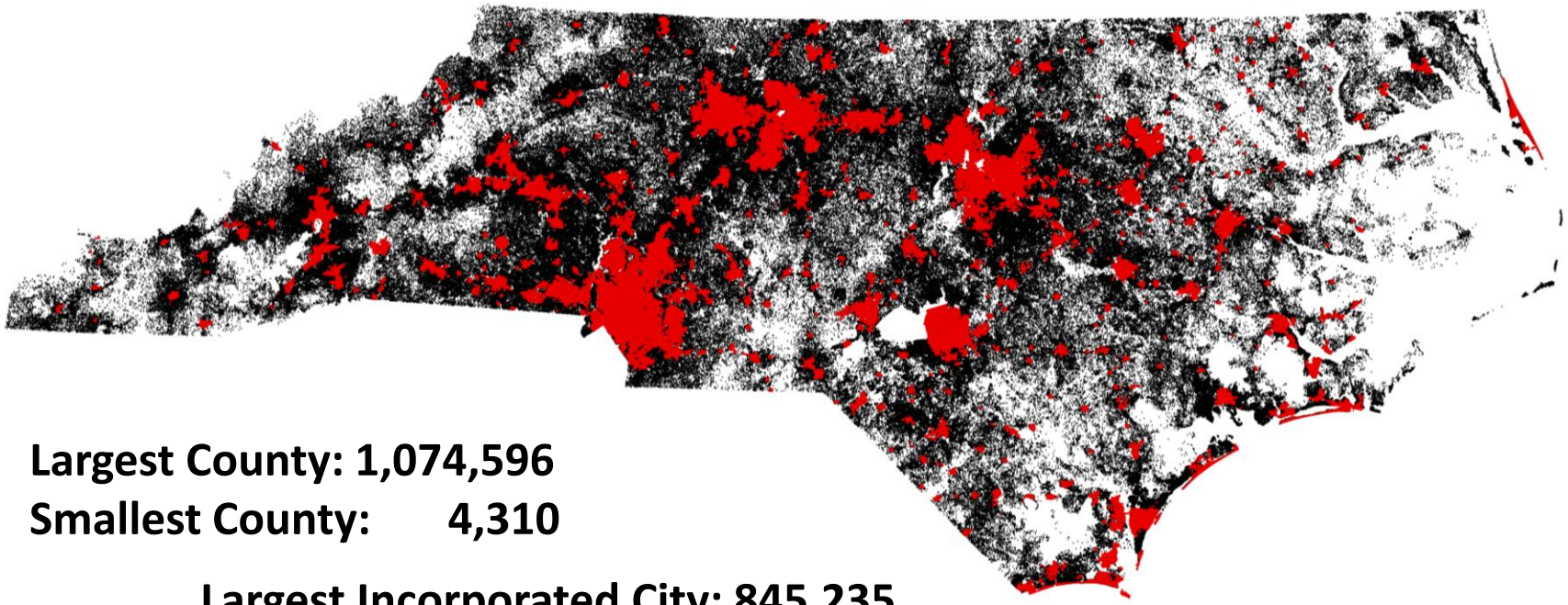
Challenges to An Accurate Count

Counting People Where they Are: Rural - Urban

Total Population: 10.3 Million

In Municipalities: 5.8 Million (56%)

In Unincorporated Areas: 4.5 Million (44%)



Largest County: 1,074,596

Smallest County: 4,310

Largest Incorporated City: 845,235

Smallest Incorp. Village: 23

48,618 Sq. Miles

Source: NC OSBM, 2017 County and Municipal Population Estimates

Rapidly Growing Populations

Twenty Fastest Growing Municipalities, 2010-2017

Rank	Municipality	Total Population		Change	
		April 1, 2010	July 1, 2017	Numeric	Percent
1	Rolesville	3,786	6,319	2,533	66.9
2	Bermuda Run	1,725	2,696	971	56.3
3	St. James	3,165	4,899	1,734	54.8
4	Fontana Dam	15	23	8	53.3
5	Harrisburg	11,526	16,877	5,351	46.4
6	Fuquay-Varina	17,937	25,548	7,611	42.4
7	Leland	13,527	18,893	5,366	39.7
8	Waxhaw	9,859	13,645	3,786	38.4
9	Stem	463	638	175	37.8
10	Morrisville	18,576	25,242	6,666	35.9
11	Holly Springs	24,661	32,472	7,811	31.7
12	Falcon	258	336	78	30.2
13	Holly Ridge	1,268	1,648	380	30.0
14	Elon	9,409	12,183	2,774	29.5
15	Apex	37,476	48,435	10,959	29.2
16	Shallotte	3,675	4,697	1,022	27.8
17	Pinehurst	13,124	16,754	3,630	27.7
18	Huntersville	46,773	59,494	12,721	27.2
19	Jamestown	3,382	4,286	904	26.7
20	Midland	3,073	3,890	817	26.6

Source: North Carolina OSBM, Standard Population Estimates, Vintage 2017.

Twenty Municipalities with Largest Numeric Population Gain, 2010-2017

Rank	Municipality	Total Population		Change	
		April 1, 2010	July 1, 2017	Numeric	Percent
1	Charlotte	731,424	845,235	113,811	15.6
2	Raleigh	403,892	457,583	53,691	13.3
3	Durham	228,330	260,251	31,921	14.0
4	Cary	135,234	159,006	23,772	17.6
5	Greensboro	269,666	288,186	18,520	6.9
6	Wilmington	106,476	121,150	14,674	13.8
7	Winston-Salem	229,617	243,026	13,409	5.8
8	Huntersville	46,773	59,494	12,721	27.2
9	Concord	79,066	90,820	11,754	14.9
10	Apex	37,476	48,435	10,959	29.2
11	Asheville	83,393	91,910	8,517	10.2
12	Holly Springs	24,661	32,472	7,811	31.7
13	Fuquay-Varina	17,937	25,548	7,611	42.4
14	Mooresville	32,711	40,001	7,290	22.3
15	High Point	104,371	111,454	7,083	6.8
16	Fayetteville	200,564	207,583	7,019	3.5
17	Morrisville	18,576	25,242	6,666	35.9
18	Cornelius	24,866	31,158	6,292	25.3
19	Wake Forest	30,117	36,398	6,281	20.9
20	Jacksonville	70,145	75,748	5,603	8.0

Source: North Carolina OSBM, Standard Population Estimates, Vintage 2017.

Twenty Largest Municipalities in 2017

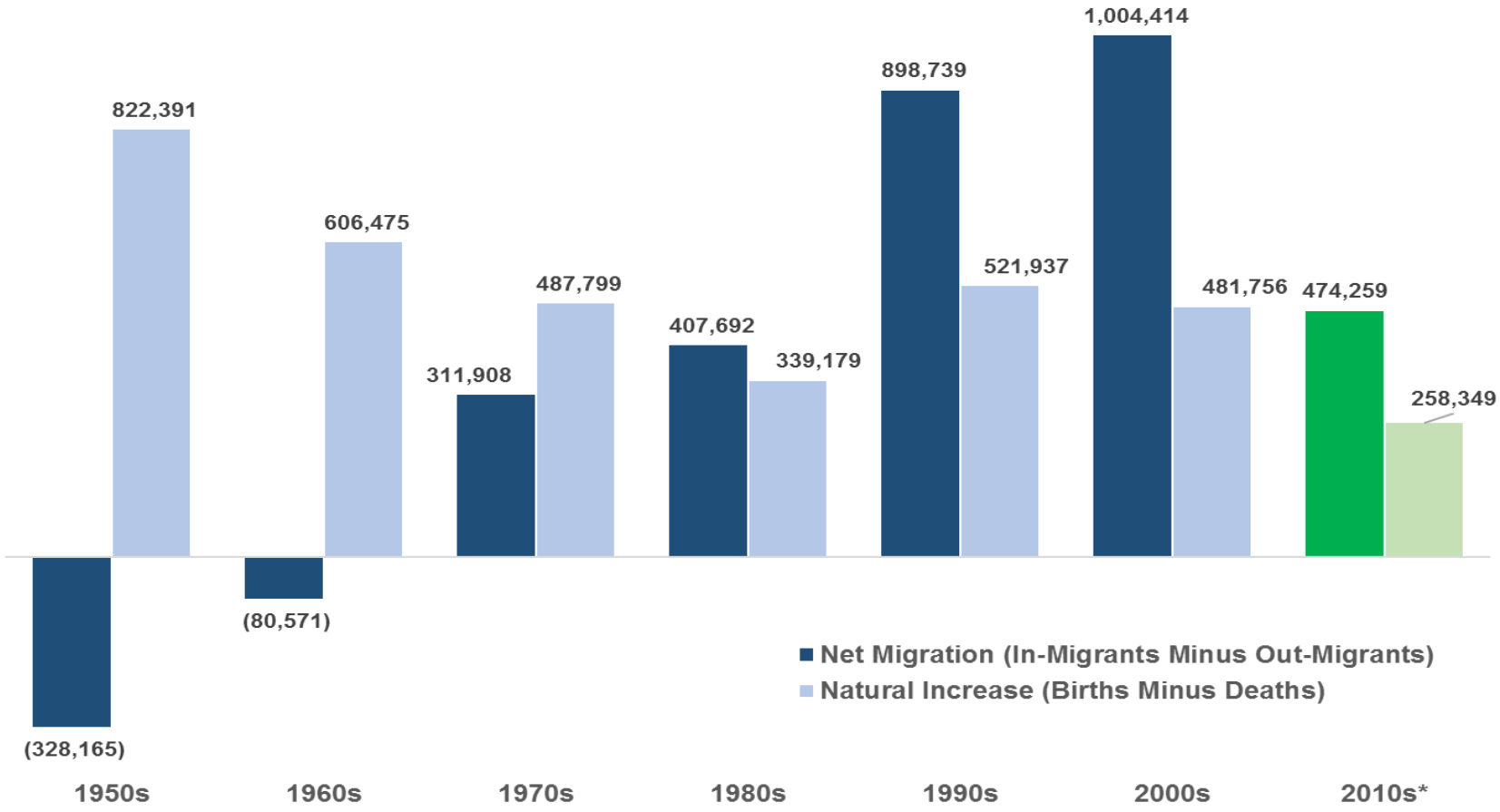
Rank	Municipality	Total Population		Change	
		April 1, 2010	July 1, 2017	Numeric	Percent
1	Charlotte	731,424	845,235	113,811	15.6
2	Raleigh	403,892	457,583	53,691	13.3
3	Greensboro	269,666	288,186	18,520	6.9
4	Durham	228,330	260,251	31,921	14.0
5	Winston-Salem	229,617	243,026	13,409	5.8
6	Fayetteville	200,564	207,583	7,019	3.5
7	Cary	135,234	159,006	23,772	17.6
8	Wilmington	106,476	121,150	14,674	13.8
9	High Point	104,371	111,454	7,083	6.8
10	Asheville	83,393	91,910	8,517	10.2
11	Concord	79,066	90,820	11,754	14.9
12	Greenville	84,554	89,226	4,672	5.5
13	Gastonia	71,741	75,919	4,178	5.8
14	Jacksonville	70,145	75,748	5,603	8.0
15	Chapel Hill	57,233	59,903	2,670	4.7
16	Huntersville	46,773	59,494	12,721	27.2
17	Rocky Mount	57,685	54,686	-2,999	-5.2
18	Burlington	50,042	53,067	3,025	6.0
19	Wilson	49,167	49,170	3	0.0
20	Apex	37,476	48,435	10,959	29.2

Source: North Carolina OSBM, Standard Population Estimates, Vintage 2016.

New Migrants to State/Counties

Net Migration Influences Growth More than Natural Increase

Components of Population Change by Period, 1950 - 2017

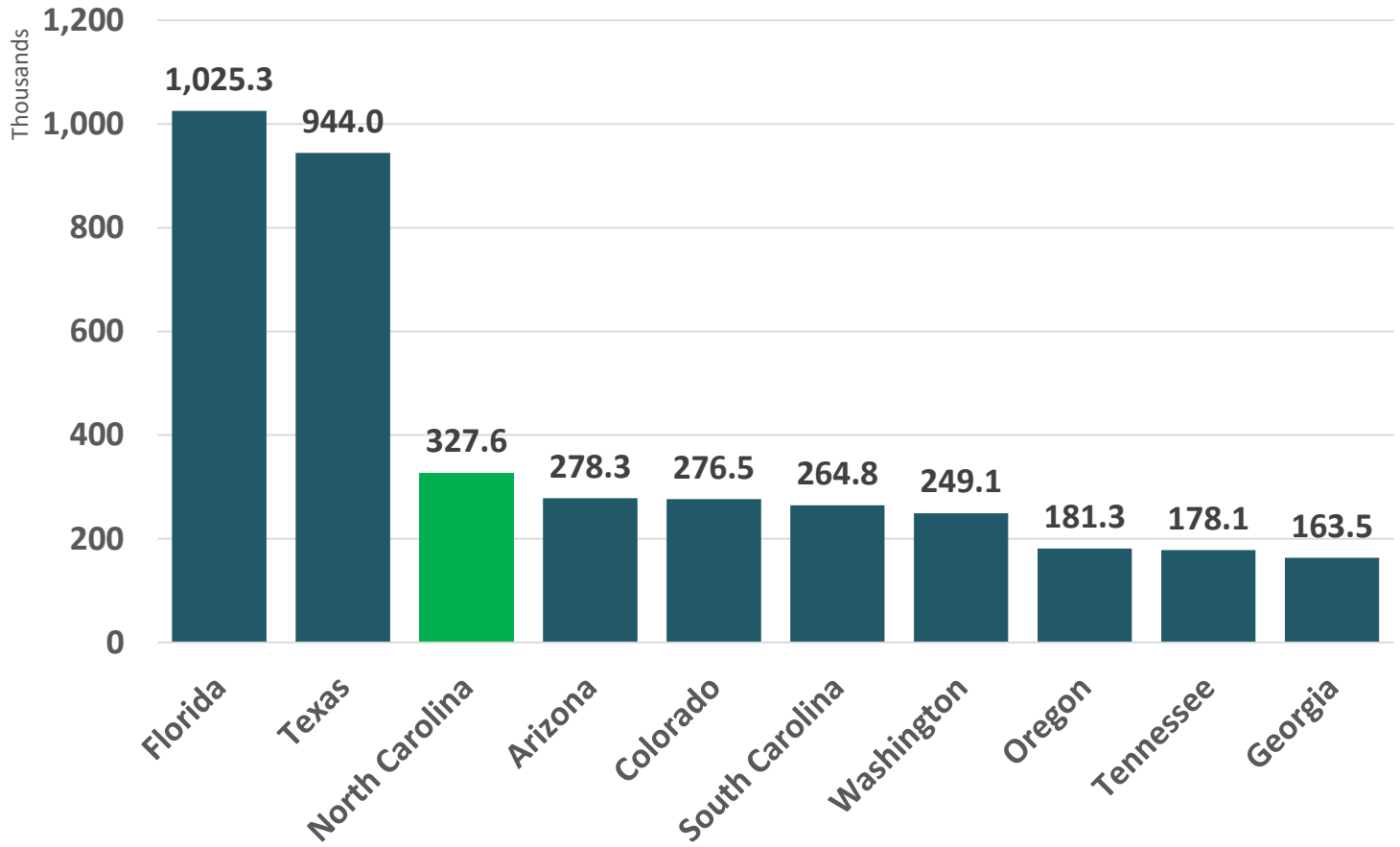


Source: US Census Bureau, State Population Estimates, Vintage 2017; Age-Specific Net Migration Estimates for US Counties, 1950-2010. Applied Population Laboratory, UW-Madison.

Net Migration (cont'd)

Net Domestic Migration Larger Than All But Florida and Texas

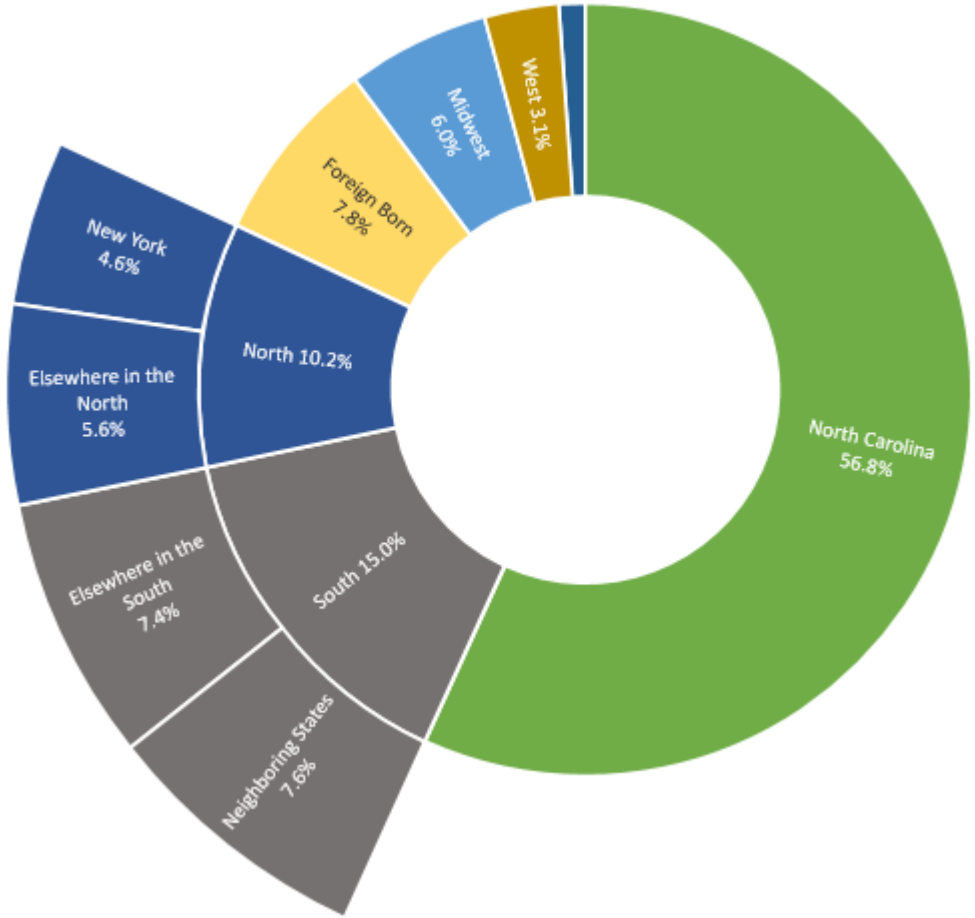
Net Domestic Migration for the 10 States with the Largest Number of Net Domestic Migrants, April 2010 to July 2017



Source: U.S. Census Bureau, Population Estimates for States, Vintage 2017.

Many North Carolinians Were Born Elsewhere

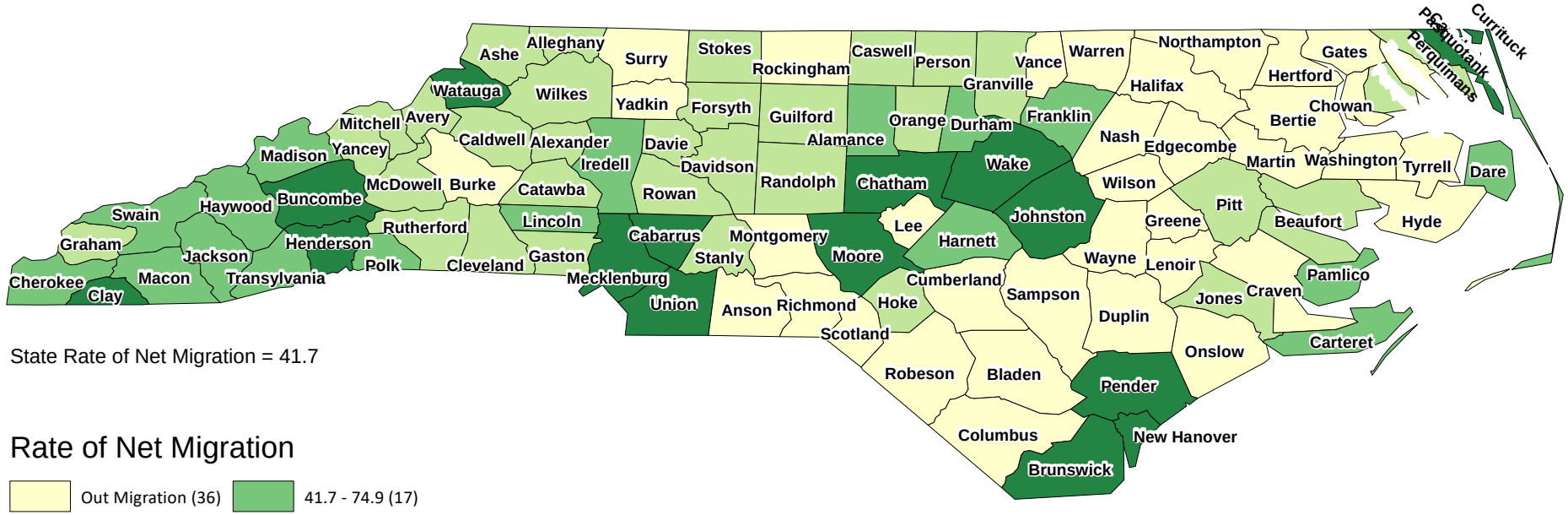
Percent of the North Carolina Population by Place of Birth



Source: U.S. Census Bureau, 1-Year 2016 American Community Survey

Components of Change

Rate of Net Migration (per 1,000 Population) for North Carolina Counties, April 1, 2010 - July 1, 2016



State Rate of Net Migration = 41.7

Rate of Net Migration

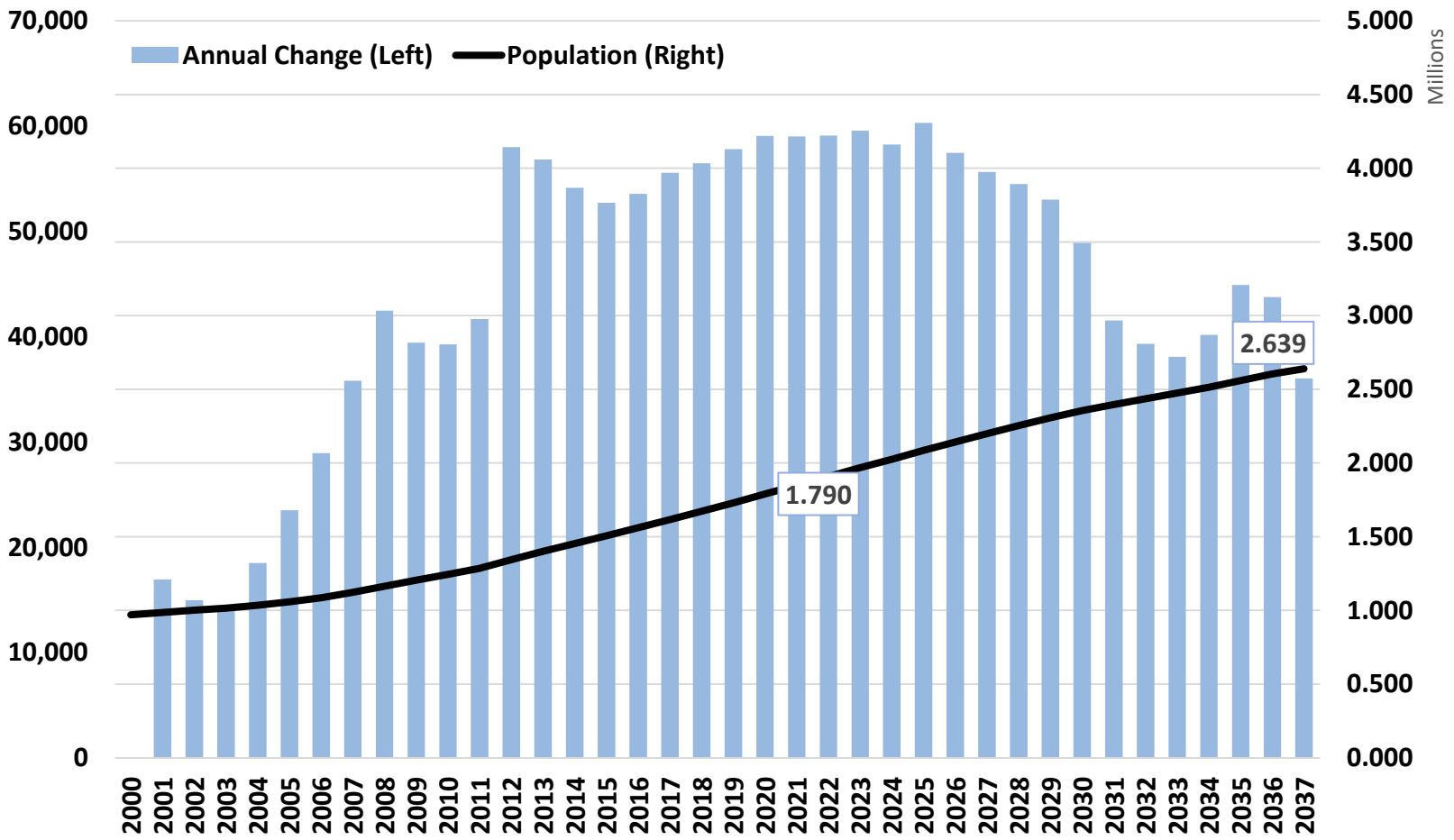
- Out Migration (36)
- 41.7 - 74.9 (17)
- < 41.7 (32)
- 75 or More (15)

Source: North Carolina Office of State Budget & Management;
Demographic & Economic Analysis Branch, Certified Population Estimates, 2016 Vintage.

Changing Age Structure

Older Adult Population Growing Faster than Other Age Groups

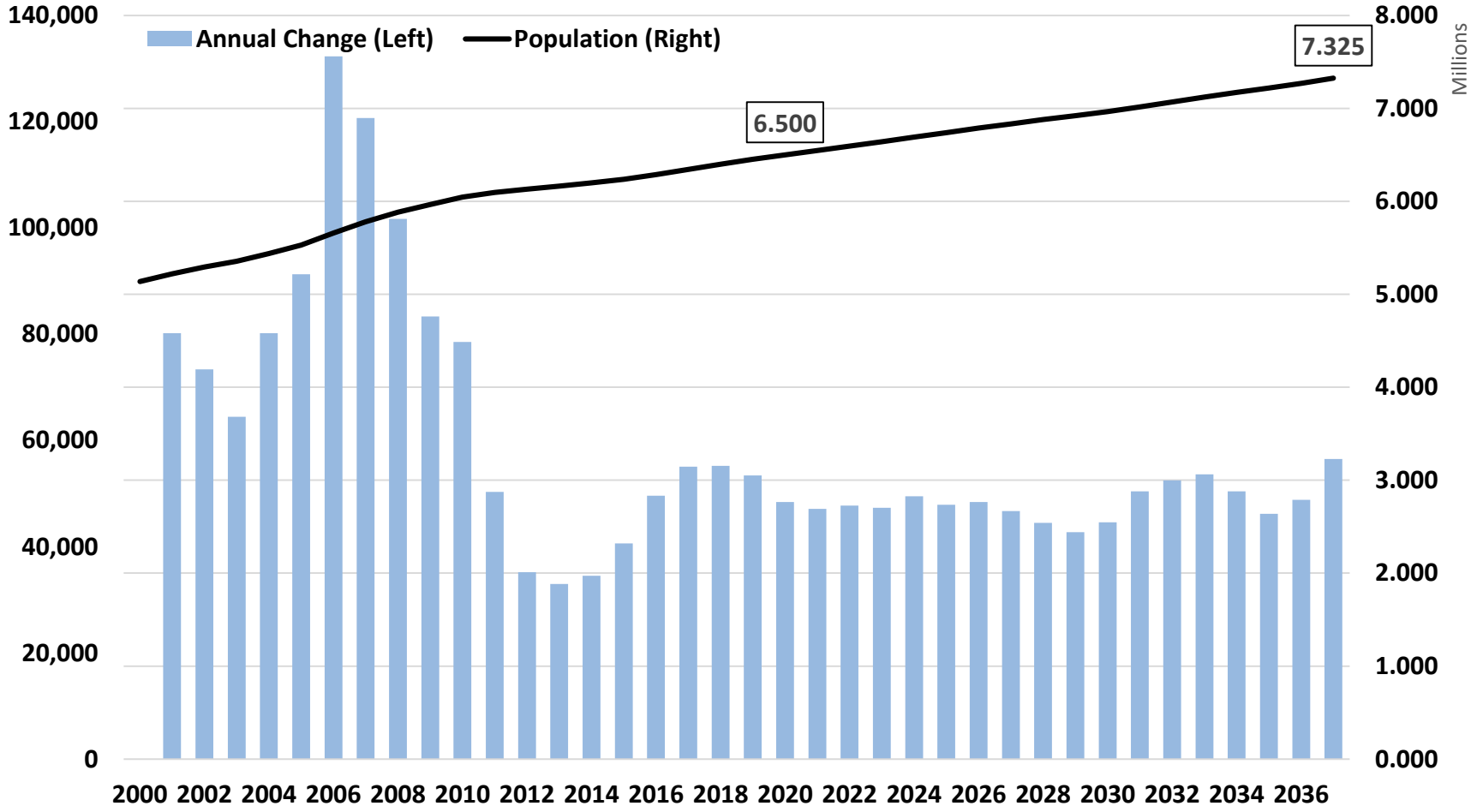
Annual Population Change in and Population Age 65 and Older by Year, 2000-37



Source: NC OSBM, 2000-2016 Population Estimates and 2017-2037 Population Projections. Population as of July 1.

Working Age Population Change

Annual Population Change in and Population Ages 18-64 by Year, 2000-37



Source: NC OSBM, 2000-2016 Population Estimates and 2017-2037 Population Projections. Population as of July 1.

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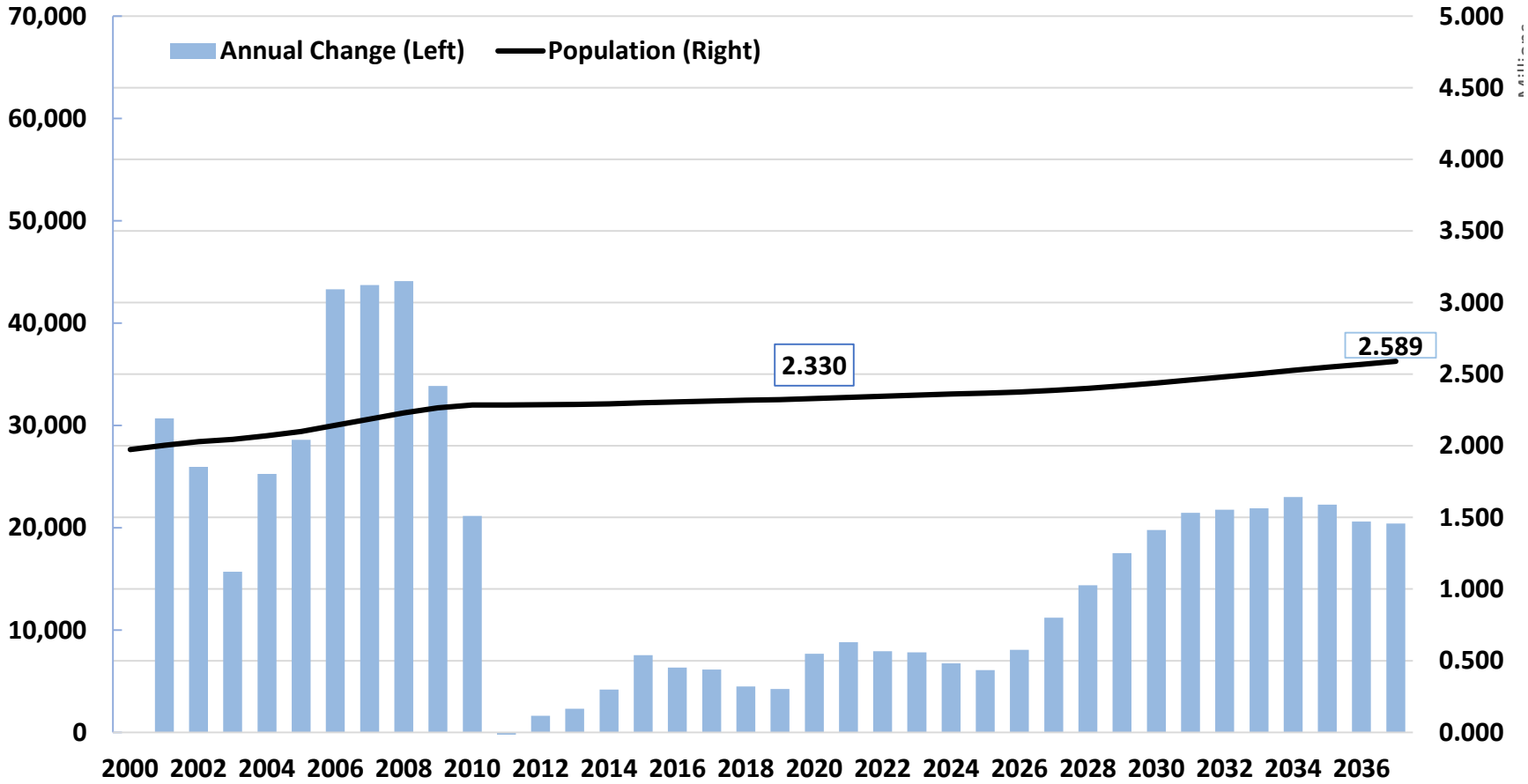
Childhood Population Growing Slowly

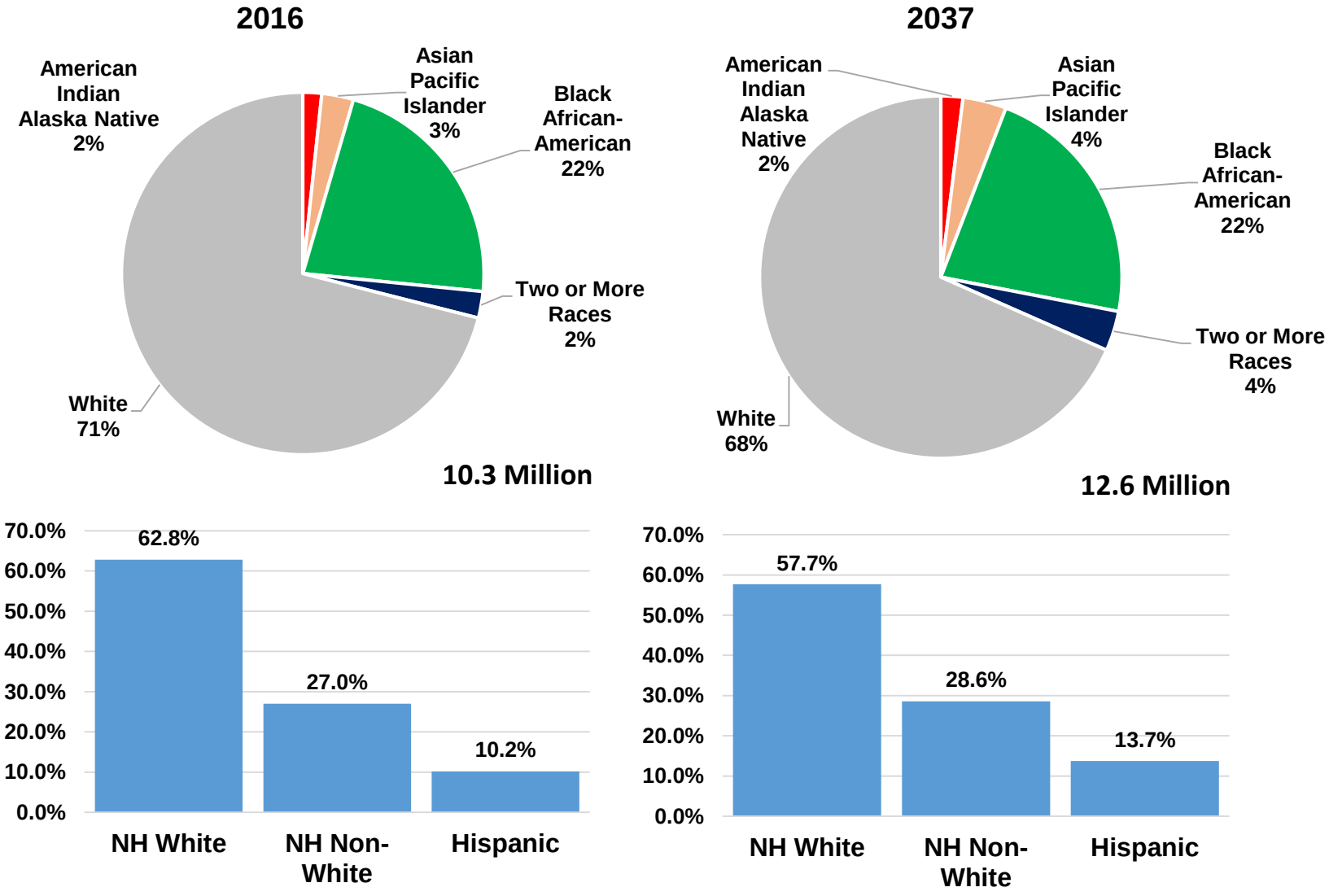
Annual Change in and Childhood Population (Ages < 18) by Year, 2000-37



Source: NC OSBM, 2000-2016 Population Estimates and 2017-2037 Population Projections. Population as of July 1.

More Racially/Ethnically Diverse Population

Population by Race and Hispanic Origin, 2016 and 2037



Source: NC OSBM Population Estimates, Vintage 2016 and Population Projections, Vintage 2017.

Immigrants in North Carolina

- **767,656 Foreign Born[1]**
- **507,234 Non-Citizens[1]**
- **350,000 Unauthorized Immigrants[2]**
  - **8th Largest Unauthorized Population[2]**
  - **60% from Mexico, 7% El Salvador, 6% Honduras[2]**
  - **3.4% of North Carolina Population[2]**
  - **43% of All Immigrants vs. 26% of U.S. Immigrants[2]**
  - **5.0% of Labor Force vs. 5.0% U.S. Labor Force[2]**
  - **8.7% of NC K-12 Students Have Unauthorized Parent(s)[2]**
  - **41,000 (12%) Eligible for DACA (29,260 enrolled)[3]**

Sources: [1]U.S. Census Bureau, 2012-2016 American Community Survey;
[2]"Overall Number of US Unauthorized Immigrants Hold Steady Since 2009" by Jeffrey S. Pasel and D'Vera Cohn, Pew Research Center, September 20, 2016 & [3]Institute on Taxation and Economic Policy, "State & Local Tax Contributions of Young Undocumented Immigrants" April 25, 2017

Foreign Born Population in North Carolina

20 Largest Foreign Born Populations

Area	Foreign Born	Naturalized	Not a Citizen
North Carolina	767,656	35.4	64.6
Mecklenburg	148,392	36.1	63.9
Wake	129,927	41.1	58.9
Guilford	52,004	35.2	64.8
Durham	40,242	29.3	70.7
Forsyth	30,913	33.5	66.5
Union	19,754	41.6	58.4
Cumberland	19,189	55.7	44.3
Orange	17,796	38.0	62.0
Cabarrus	14,858	34.9	65.1
Buncombe	13,585	41.4	58.6
Johnston	13,561	24.6	75.4
Alamance	12,726	30.6	69.4
New Hanover	11,501	38.9	61.1
Gaston	10,932	38.4	61.6
Catawba	10,686	39.9	60.1
Iredell	10,480	33.0	67.0
Wayne	9,299	23.5	76.5
Randolph	9,179	22.7	77.3
Henderson	8,282	34.9	65.1
Pitt	8,276	29.6	70.4

Disaster Impacted Areas

For Municipal & County Population Estimates
and County Population Projections, See:
https://www.osbm.nc.gov/facts-figures/demographics

Thank You!

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State Demographer
Economic & Demographic Analysis Section
North Carolina Office of State Budget and Management
Michael.Cline@osbm.nc.gov
919-807-4756
https://census.nc.gov/

Lunch Break

Action!

During lunch, review and consider each of the various subcommittee themes posted around the room. Place the dots you have been provided under six (6) different themes you believe the Commission should prioritize first.

Commission Leadership

Chair: Organize, set priorities and facilitate each meeting of the Commission. Share Commission reports and recommendations with Governor and other partners, as needed.

Vice Chair: Assist Chair in stated duties; facilitate Commission meetings in absence of Chair, as needed.

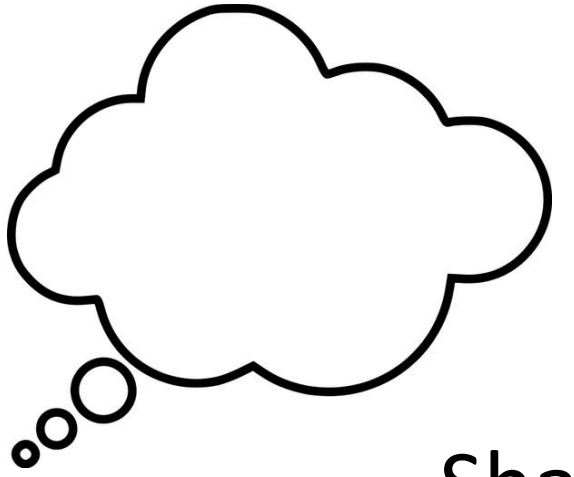
Secretary: Coordinate recording of meeting minutes (including any voting/action items) review and check for accuracy, and be responsible for sharing with Commission.

Subcommittee Engagement Session:

Questions:

1. Who is your audience?
2. Who are your partners?
3. What are some of your awareness opportunities?
4. What are some challenges/barriers?

Open Discussion/Report Out



Share your thoughts and questions!

Next Steps

Next Steps:

- Nan will collect any written responses from your subcommittee brainstorming session and share with all of you.
- We will follow up in email with meeting minutes, today's presentation, and any other electronic resources we have mentioned here today.
- We are in the process of creating a Commission member resource webpage and will share that link once completed.
- Meeting timeline

Next Meetings:

- Conference Call: **December 12, 2018**
- In-person Meeting: **February 6, 2019**

Action Items

1. Make a list of contacts who may be able to serve as partners in helping to raise awareness around the importance of Census 2020 (personal, professional, organizations, businesses, nonprofits, etc.)
2. Make of list of organizational convenings, conferences, newsletters, listservs, etc. that the Commission should consider targeting for sharing of Census 2020 information.
3. Be prepared to share at the conference call your subcommittee's top three strategies/tactics to deliver key messages and raise awareness about Census 2020.

THANK YOU!