CENSUS DATA FOR FUNDING PROPOSALS

General information about the use of census data in funding proposals and Federal fund distribution

Census Workshop Co-Sponsors:

UH Center, West Hawaii

Hawaii Community College

Kauai Community College

Kauai Office of Economic Development

Rep. Neil Abercrombie & U.S. Department of Housing and Urban Development

Windward Community College

Empower Oahu &

Leeward Community College

Grant Proposal Writing

- ⌘Needs Statement
- ⌘Goals and objectives
- ⌘Project description
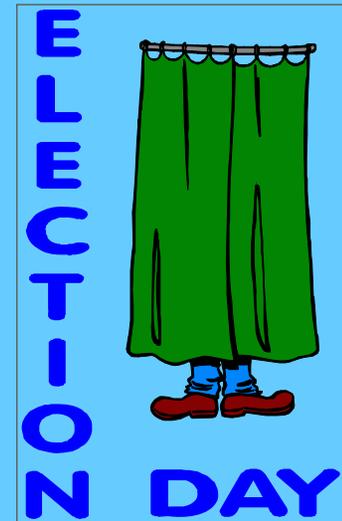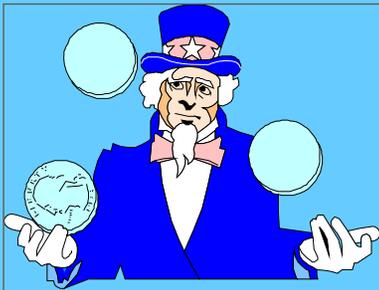- ⌘Activity plan and timeline
- ⌘Budget section
- ⌘References

Factors Which Funders Consider Highly Important

1. Project purpose
2. Community need for project
3. Applicant accountability
4. Competence
5. Feasibility

Census Data Influence

- Political Representation
- Federal and State Funding
- Planning and Decision Making

FUNDING ALLOCATIONS

⌘Billions of dollars of Federal aid are distributed to States and local areas according to formulas based on Census figures.

⌘Census data for small areas are especially useful for identifying pockets of need in communities.

Foundation of a Good Grant Proposal:

GOOD CENSUS DATA!

Good Data…

- Comes from a reliable source
- Presented clearly
- Relevant to the need you have identified
- Drawn from or closely related to your target population
- Tells a story—more than just a series of numbers
- Presented both in narrative and graphic form

Census Data Drives Key Elements of Grant Applications

⌘ Describes target population and community

⌘ Helps identify problem/need for project

⌘ Critical for measurable objectives:

⬚ Who, What, Where, When, & Why
of proposed project

External Data--Government
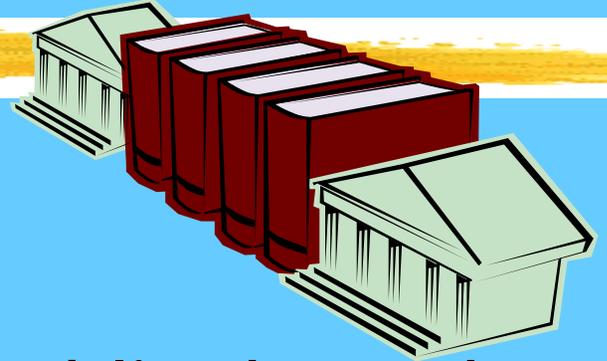
- Census, surveys, estimates
- Generally available to the public through a variety of sources: reports, CD-ROM, websites
- Reliable, not always easy to find
- Often specific to individual communities—usually by State, county, city, neighborhood

External Data—Non-Government

- Private industry reports, news media, surveys
- May have low reliability, validity, biased
- Difficult to access
- Make sure you understand its limitations—if any

Internal Data

- Studies, surveys, client data
- Can provide clear picture of target population or impact of your proposal
- Can be expensive, time consuming, difficult to collect
- Should be supplemented or complemented with census data

Census Data

- Provides a picture of your target group or community
- Can be relatively specific to your target area
- Easy to compare to other areas, States, counties, cities, census tracts
- Changes in population can be tracked over time
- Access to census data continues to improve

Census Data for Community Analysis

- ⌘ Detecting a problem
- ⌘ Determining its seriousness
- ⌘ Planning ways to solve it
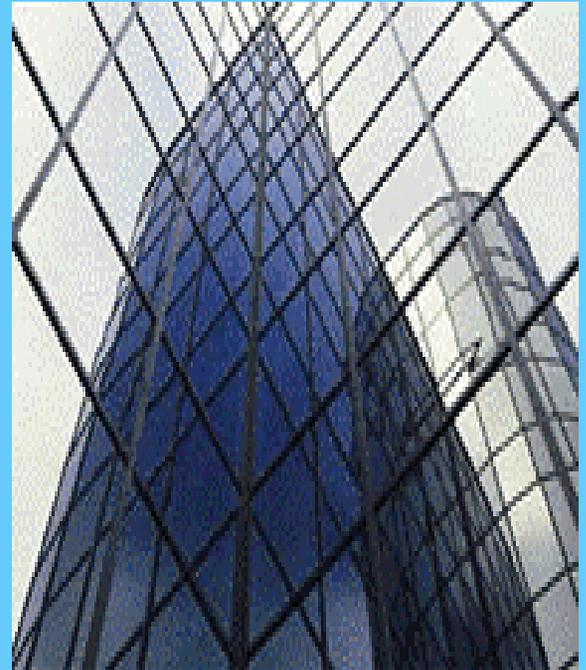
Evolving Uses of the Census--Revenue Implications

⌘Census data contributes not only to political impacts but economic urgency as well. Federal funds are allocated by formulas that rely on census data beyond total population size. Characteristics such as per capita income, unemployment rates, housing conditions are vital to Federal fund distribution.

Census data were instrumental in determining the allocation of $183 billion dollars involving over 100 Federal assistance programs in FY 97.

Selected Data Series Used in Allocation and Eligibility

⌘ Census of Population and Housing ($43.8 billion)

⌘ Current Population Estimates and Surveys ($138 billion)

$165 PER PERSON IN FEDERAL FUNDING

⌘In Fiscal Year 1997, $43.8 billion of federal funds, and an undetermined amount of State funds were allocated to cities and counties based on population census data.

Census Data Play an Important Role in the Funding Process...

☞ Allocating program funds

☞ Determining recipient eligibility for program participation
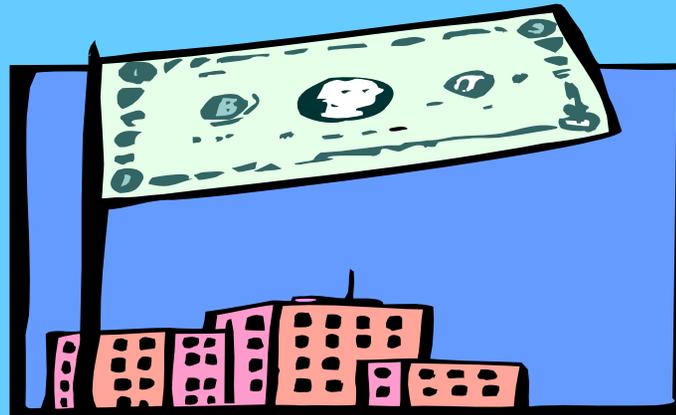
Types of Data for Grant Writing

- Population
- Housing
- Economic
- Transportation
- Employment
- Education
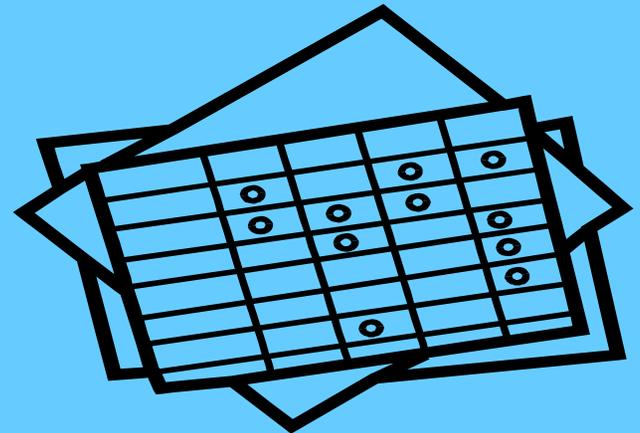
Presenting Census Data in a Grant Proposal

⌘ Paint a clear picture of your target group or community

⌘ Present data relevant to showing a need

⌘ Reflect funding agency priorities

⌘ If you are serving a small neighborhood, use census data available for census tracts that comprise your "neighborhood"

⌘ Show both data and statistics—gives them two reference points

⬒ Example 15% or 3,000 families below poverty

Presenting Census Data in a Grant Proposal

⌘Provide a comparison
- ⌂Over time (1970, 1980, 1990, 2000)
  - ☒Demonstrate emerging issues affecting your population
  - ☒Beware of changes in census tract boundaries
- ⌂Compare subset data to larger group
  - ☒State to national
  - ☒City/town to county or State
  - ☒Census tract to other tracts or to city/county

⌘Counteract data that may work against you with data that may work for you

Presenting Census Data in a Grant Proposal—Charts & Graphs

⌘Make sure charts, graphs, maps are reproducible

⌘Consider best use of limited space

⌘While chart/graph should be self-explanatory, include reference to it in the narrative and why it is relevant:" the chart on the next page illustrates increases in the Hispanic population over the past 30 years".
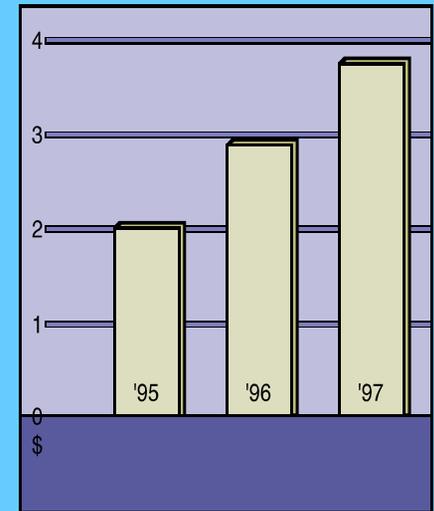
Charts and Graphs Continued...

- ⌘ Keep it simple—remember your reviewer(s) may not have a lot of time to study your charts/graphs
- ⌘ Ask third party to read and interpret charts
- ⌘ Use charts, graphs, or maps to convey most important information—should be directly related to purpose of proposal

Limitations of Census Data

- ⌘Some concepts/definitions not easily understood
- ⌘Might not be in exact tabular form as funding agency is requesting
- ⌘Can be cumbersome to get specific data by tract or other small area
- ⌘Most socio-economic census data is based on a sample estimate
- ⌘Conducted every ten years

Changing Demographics and Their Impact on Federal Funding

- Changes in population growth and distribution
- Changes in age structure that will challenge schools, the labor force, healthcare systems, etc.
- Changes in household/family composition

CENSUS 2000 C2K
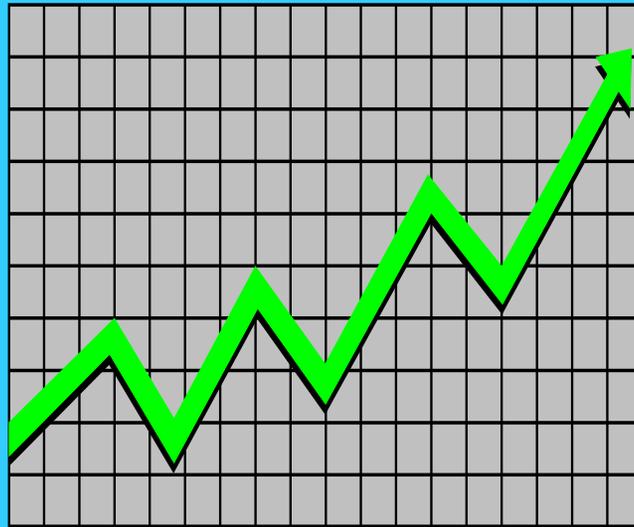
TRACKING THE TRENDS...

Trends to Track
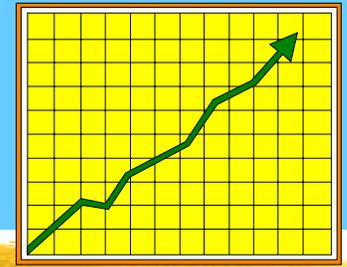
- Slower Population Growth Nationally
- Aging of the Population
- Declining Household Size
- Changing Household Composition
- Growth of Racial and Ethnic Groups
- Continued Growth in the South and West

Importance of Census Bureau Data for Grant Writing

- ⌘ Comparability
- ⌘ Regularly collected
- ⌘ Recognition as source of accurate information
- ⌘ Availability and accessibility

What Makes Your Community/Target Area Different?

- ⌘ Low income families
- ⌘ Older population
- ⌘ Working mothers
- ⌘ Overcrowded housing
- ⌘ High unemployment
- ⌘ Less educated
- ⌘ Disabled population
- ⌘ School age population

Using Census Data Profiles

⌘Census data profiles can tell you a great deal about your community in terms of:

- **Population**
- **Economic Characteristics**
- **Households**
- **Housing**

Making Census Numbers Count

$$1+1=3$$

- ⌘ Total counts
- ⌘ Characteristics
- ⌘ Statistics (percentages, ratios, medians)
- ⌘ Derived variables (calculations using various data items--ex. dependency ratio)
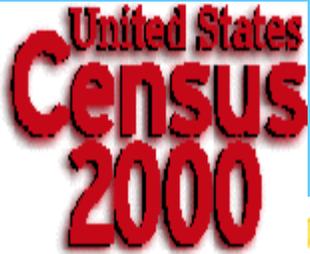
Effective use of census data for Federal funding requires an understanding of key concepts, definitions, and statistical measures.

CENSUS CONCEPTS

- ⌘100% and Sample Data
- ⌘Derived and Computed Data
- ⌘Race, Hispanic, and Ancestry
- ⌘Household/Housing Unit
- ⌘Group Quarters
- ⌘Poverty Definitions
- ⌘Confidentiality

Census 2000
Short Form and Long Form
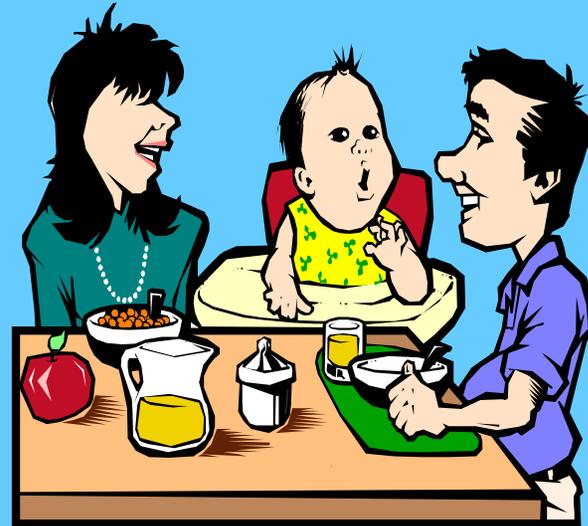

Short form

(100%)

Long Form

(Sample)

Questionnaire Changes for 2000

⌘Added "grandparents as caregivers"

⌘Deleted questions on fertility, year last worked, source of water, sewerage disposal, and condominium status

100-percent Population Items

- Household Relationship
- Sex
- Race
- Age
- Hispanic Origin
- Housing Tenure

Federal Requirements
Age Data

- ⌘ **Older Americans Act**
- ⌘ **Social Security Act**
- ⌘ **Voting Rights Act**
- ⌘ **Title One (Education)**
- ⌘ **Age Discrimination and Employment Act**
- ⌘ **Juvenile Justice Programs**
- ⌘ **Delinquency Prevention Act**
- ⌘ **Job Training Partnership Act**

Funding Allocations of Age Data to States & Localities

- ⌘ Adult basic education programs
- ⌘ Transportation services for elderly
- ⌘ Social services for children under 5 yrs.
- ⌘ Requesting funds under Title I
- ⌘ Housing needs for elderly
- ⌘ Supplemental food programs for children
- ⌘ Job training programs for working age
- ⌘ Delinquency prevention programs

Race Question

⌘What is this person's race? Mark one or more races.

- **White**
- **Black/African American**
- **American Indian/Alaska Native**
- **Asian**
- **Native Hawaiian & Pacific Islander**
- **Other**
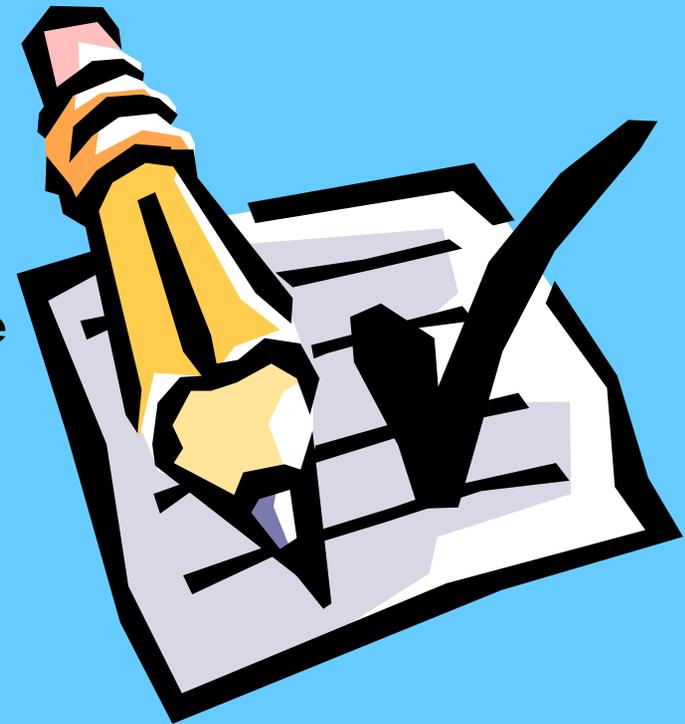
Funding Allocations of Race/Ethnicity Data

- Small minority business assistance
- Housing improvement on Tribal lands
- Minority mental health programs
- Employment assistance
- Bilingual education programs
- State vocational development
- Food stamps program

Race and Hispanic Questions

Changes

⌘ **Hispanic or Latino asked before race**

⌘ **Respondents may select one or more races**

⌘ **Asian and Pacific Islander category split:**
- ⬆ **Asian**
- ⬆ **Native Hawaiian and Other Pacific Islander**

Race and Hispanic Tabulation Categories

Single-Race (6 mutually exclusive categories)

- ⬆ White alone
- ⬆ Black or African American alone
- ⬆ American Indian & Alaska Native alone
- ⬆ Asian alone
- ⬆ Native Hawaiian & Other Pacific Islander alone
- ⬆ Some Other Race alone

Two or More Races

Hispanic or Latino (may be of any race)

Population: Social Characteristics

- ⌘Education
- ⌘Ancestry
- ⌘Migration
- ⌘Language Spoken at Home
- ⌘Veteran Status
- ⌘Disability

Population: Economic Characteristics

- Occupation, Industry, and Class of Worker
- Work Experience
- Labor Force Status
- Income (previous year)
- Place of Work
- Journey to Work
- Year Structure Built

Federal Requirements Income Data

- Women, Infants & Childrens Act (WIC)
- Head Start Act
- Low-Income Home Energy Assistance Program
- Community Reinvestment Act
- Single Family Rural Housing
- Business & Industry Guaranteed Loan Program

Grandparents as Caregivers

New Question

- Presence of grandchildren
- Responsibility for basic needs
- How long responsible for needs

Disability
Revised Question

- ⌘ **Vision or hearing impairment**
- ⌘ **Mobility limitations**
- ⌘ **Conditions that limits:**
  - ⌃ **Learning or remembering**
  - ⌃ **Getting around house**
  - ⌃ **Getting around outside**
  - ⌃ **Working**

Types of Income Data

- Household
- Family
- Per Capita
- Unrelated Individual
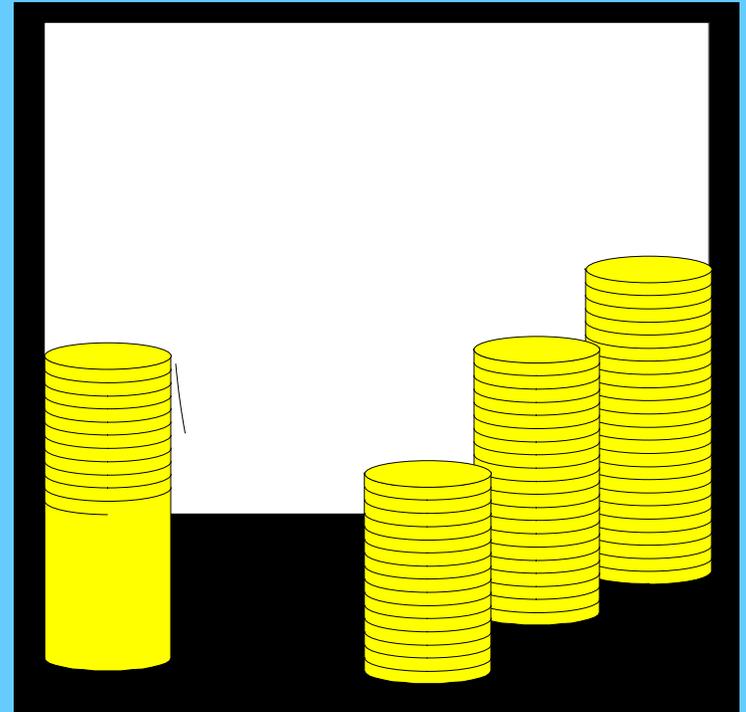
Poverty

Derived and Computed Items

- ⌘Derived
- ⌘Computed
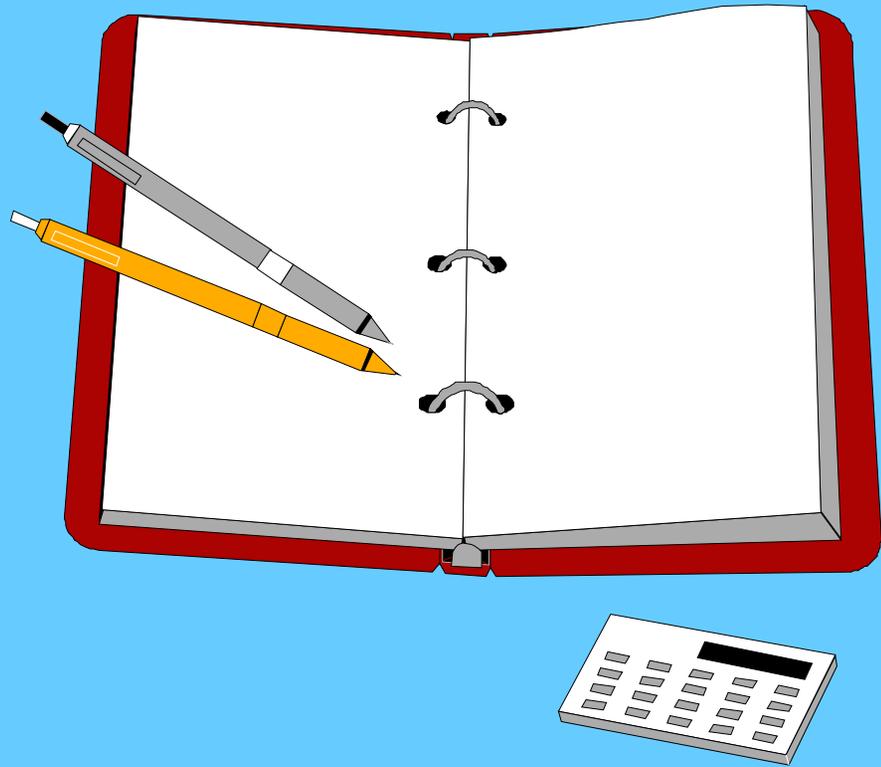
Understanding Census Geography
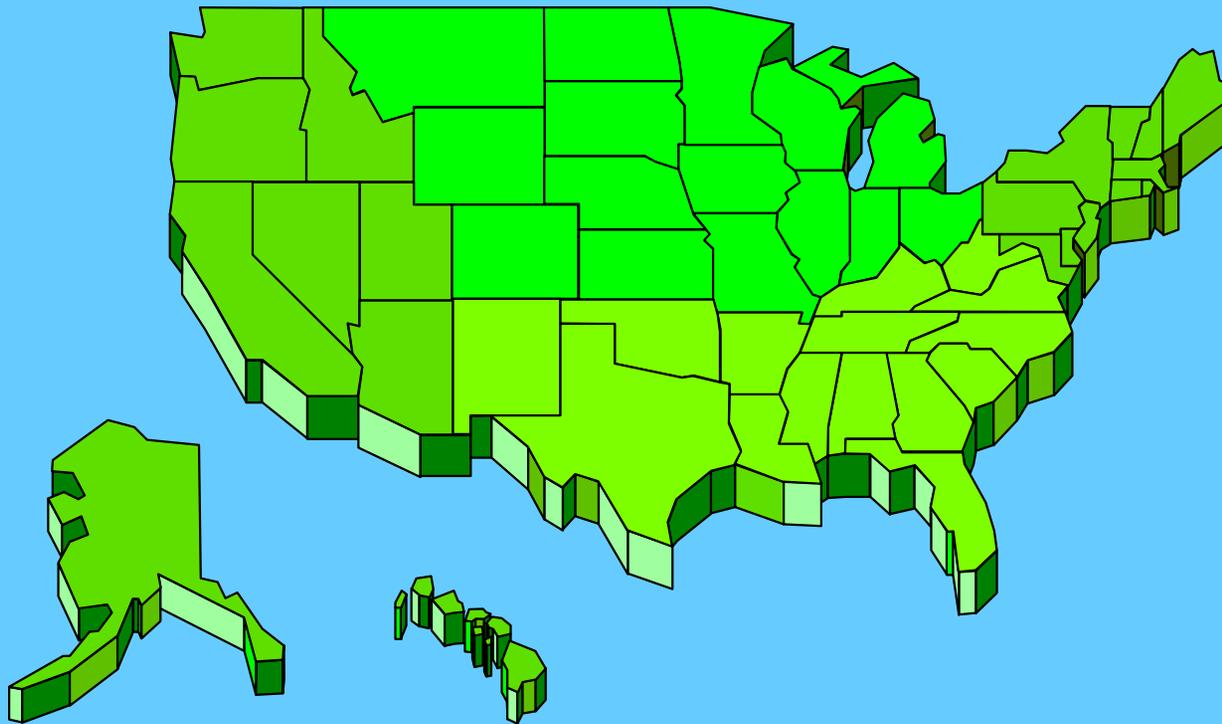
Census Tracts, Block Groups, Blocks
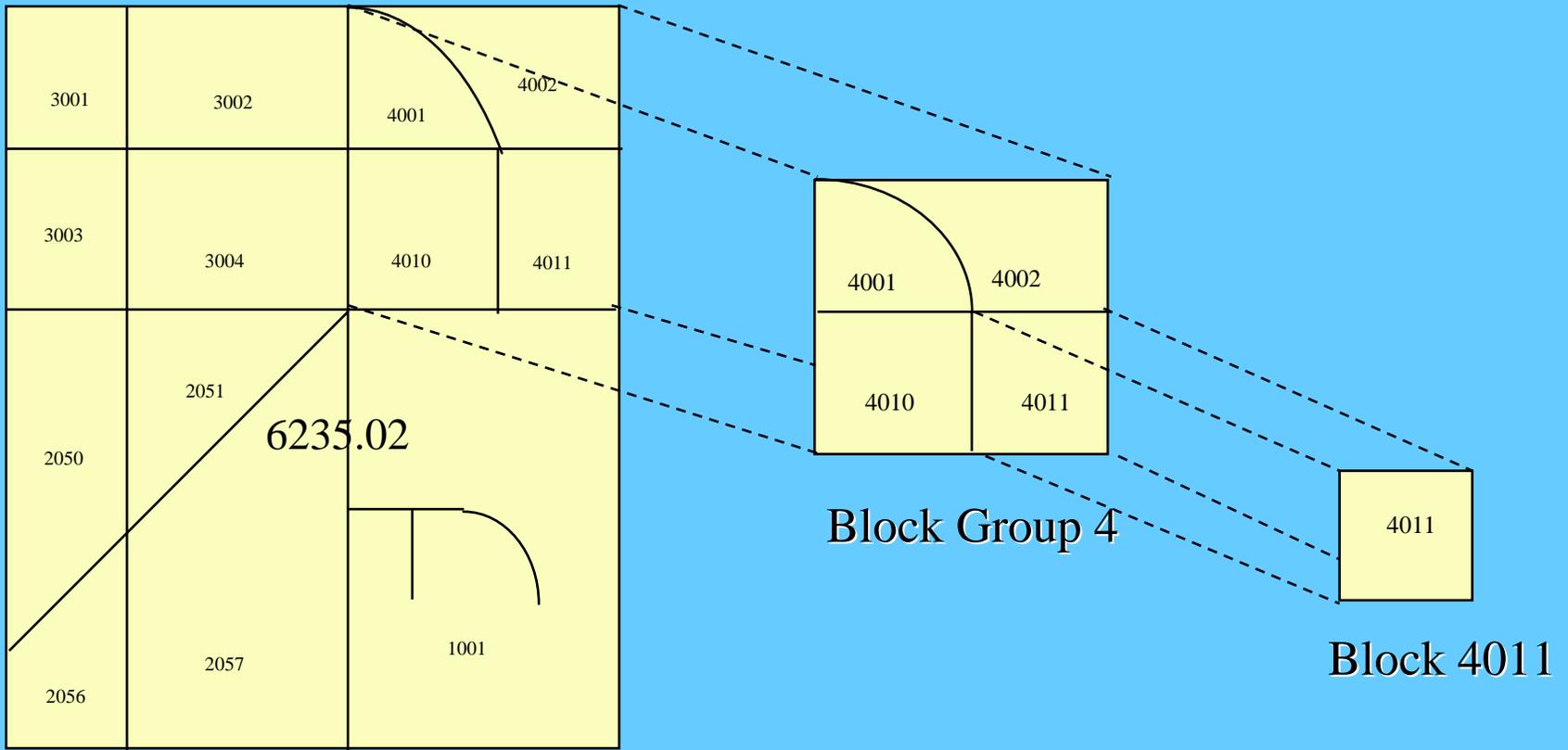
Census Tract 6235.02

Block Group 4

Block 4011

Census Geographic Pyramid

United States

Regions

Divisions

States

Counties

Census County Divisions
(Includes Incorporated Places; Census Designated Places and Minor Civil Divisions)

Census Tracts

Block Groups

Blocks

Non-Hierarchical Geographic Areas

- ⌘ American Indian Reservations
- ⌘ Hawaiian Home Lands
- ⌘ Congressional Districts
- ⌘ Voting Districts
- ⌘ School Districts
- ⌘ Places
- ⌘ Metropolitan Areas
- ⌘ Zip Codes
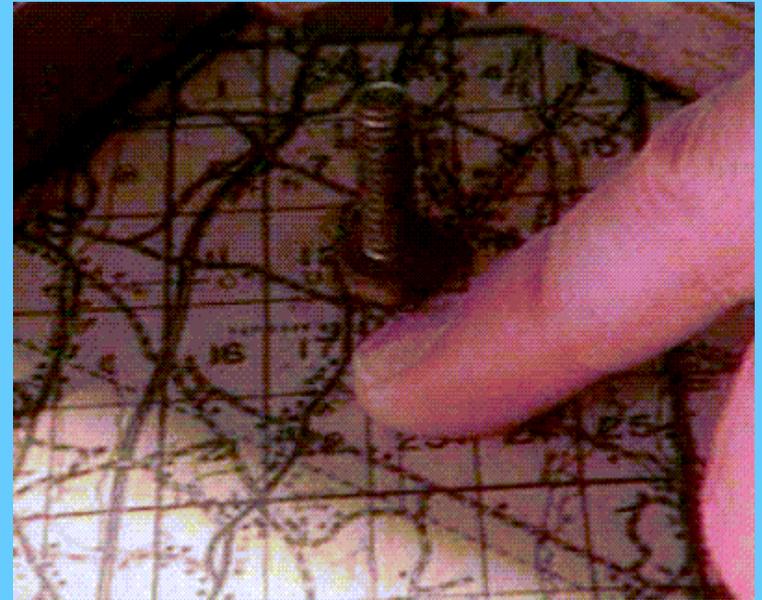
DATA SERVICES PROGRAM
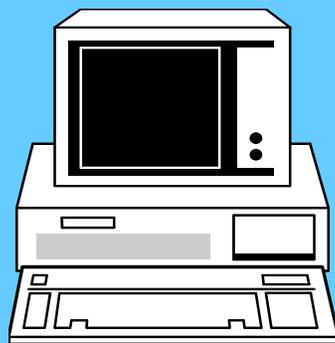
CENSUS 2000 WILL HAVE NEW
AND IMPROVED DATA PRODUCTS
THROUGH CD-ROM AND THE
INTERNET

Standard Census 2000 Data Products

- Redistricting Data for PL 94-171
- Data Files-four files on CD & Internet
- Profile Reports-brief 2-4 page summaries
- Printed Reports-three publications only
- Geographic Tools-variety of files & maps

Summary Files on Internet
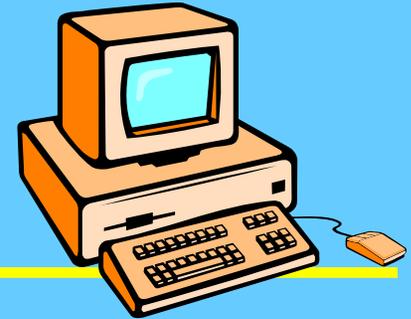
Redistricting Data Summary File (Public Law 94-171)

- Total and voting-age populations
- Race and Hispanic totals
- Lowest geography: block level
- Available on Internet & CD-ROM
- Released to each State by March 31, 2001

Summary Files on Internet

Summary File 1

⌘ 100-percent population and housing characteristics

⌘ Blocks, block groups, census tracts, counties, places, Zip Codes

⌘ Over 100 tables per geographic area

Summary Files on Internet

Summary File 2

⌘ **100-percent population and housing characteristics**

⌘ *Tables are repeated for detailed race and Hispanic or Latino categories*

⌘ **Smallest level of geography--census tract**

Summary Files on Internet

Summary File 3

- Sample population and housing characteristics to the block-group level

- Almost 300 tables per geographic area

- Greatest resource of data for grants and funding

Summary Files on Internet

Summary File 4

⌘ **Sample population and housing characteristics to the census tract level**

⌘ *Tables are repeated for many detailed race and Hispanic or Latino categories*

⌘ **Smallest level of geography--census tract**

Summary Files 1-4

⌘ **SF 1 and 3**

⌘ **SF 2 and 4**

- ⌃ Geographic detail (down to block/block group)
- ⌃ Source of community profiles
- ⌃ Will meet data needs of most users

- ⌃ Subject Detail (down to tract level)

- ⌃ Tables repeated for each race/ethnic group
- ⌃ Specialized users

CD-ROM

Summary Files

- Redistricting Data Summary File
- Summary Files 1-4

Community Profiles, Quick Tables, & Geographic Comparison Tables

Maps

Printed reports

Printed Reports

- ⌘ **Summary Population & Housing Characteristics**
- ⌘ **Summary Social, Economic, and Housing Characteristics**
- ⌘ **Population and Housing Unit Total**
  - ⌂ **Lowest geography: place level**

Costs of Census 2000 Data
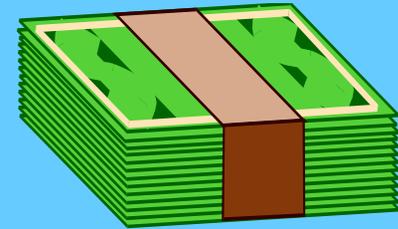
- Most information free through the Internet
- Charges for detailed custom tabulations
- Charges for CD-ROMS, printed reports, and print-on-demand
- Order products through Customer Services Division (301)457-4100

WWW.CENSUS.GOV

- ⌘ The Census Bureau's award-winning Internet site
- ⌘ Over 2 million hits per week
- ⌘ Data available 7 days a week/24 hours a day

www.census.gov

Subjects A to Z - Look for

FactFinder Organization

Main page

Census 2000 Map Products

- Accompany statistical data
- Electronic map files (Internet & CD-ROM)
- Hard copy paper maps

Release of Census 2000 Products

- ⌘ **State Apportionment Counts – Dec. 31, 2000**
- ⌘ **PL 94-171 Redistricting Counts – Apr. 1, 2001**
- ⌘ **Summary File 1 – June 2001**
- ⌘ **Summary File 2 – September 2001**
- ⌘ **Summary File 3 – June 2002**
- ⌘ **Summary File 4 – October 2002**
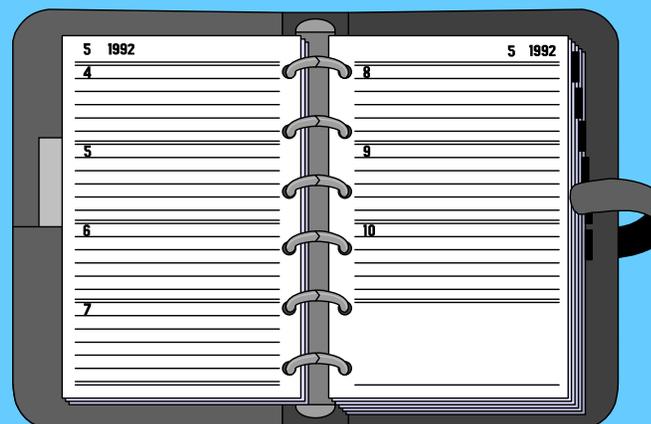
The American Community Survey

⌘A program to provide data every year for communities

- ⌃families, children, elderly
- ⌃income, poverty
- ⌃work, unemployment
- ⌃commuting patterns
- ⌃Housing
- ⌃Replace long form in 2010

Steps in Locating Census Data

- ⌘ Verify that the data sought is asked by the census
- ⌘ Verify that the geographic area is covered by the census
- ⌘ Choose the appropriate data product/format
- ⌘ Locate the proper table

Get Ready to Use Census 2000 Data

Why Census Data Use Is Powerful

⌘ It's mostly free

⌘ It's reliable

⌘ It's comparable nationwide

⌘ It's detailed

⌘ It's flexible

⌘ It's widely used by organizations of all kinds

Reliable Data

- Accurately reflects target population to be affected by the proposal
- Collected using statistically sound methods
- Limitations of data are understood and conveyed in proposal if necessary
- Census data—respected source and methodology, accepted as reliable

CENSUS 2000
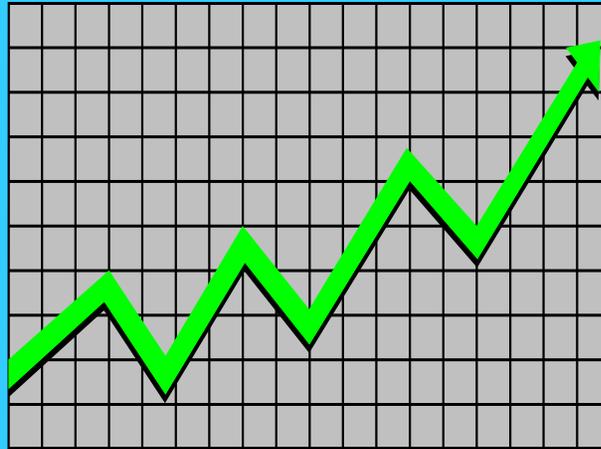
TRACKING THE TRENDS IN HAWAII

Hawaii State & County Population

	2000	1990	% Change
State	1,211,537	1,108,229	9.3%
Honolulu Co.	876,156	836,231	4.8%
Hawaii Co.	148,677	120,317	23.6%
Maui Co.	128,241	100,504	27.2%
Kauai Co.	58,463	51,177	14.2%
Kalawao Co	147	130	13.1%

Hawaii Population by Race

Race	Race Alone (Minimum Pop.)	Race in Combination (multiple race)	Race Alone or In Combination (Maximum Pop.)
TOTAL POP.	1,211,537	1,211,537	1,211,537
# of Race Responses	952,194	615,695	1,567,889
White	294,102	182,060	476,162
Black/Afr. Amer	22,003	11,340	33,343
American Indian/ Alaska Native	3,535	21,347	24,882
Asian	503,868	199,634	703,232
Native Hawaiian / Other Pac. Island.	113,539	169,128	282,667
Some Other Race	15,147	32,456	47,603
Hispanic (may be of any race)	87,669	87,669	87,669

Asian Population: Concentration in Top States

	Minimum Population	% of all Asian in U.S.	Maximum Population	% of all Asian in U.S.
U.S.	10,242,998	100.0%	11,898,828	100.0%
California	3,697,513	36.1%	4,155,685	34.9%
New York	1,044,976	10.2%	1,169,200	9.8%
Texas	562,319	5.5%	644,193	5.4%
Hawaii	503,868	4.9%	703,232	5.9%
New Jersey	480,276	4.7%	524,356	4.4%

Native Hawaiian & Other Pacific Islander: Concentration in Top States

	Minimum Population	% of all NHOPI in U.S.	Maximum Population	% of all NHOPI in U.S.
U.S.	398,835	100.0%	874,414	100.0%
California	116,961	29.3%	221,458	25.3%
Hawaii	113,539	28.5%	282,667	32.3%
Washington	23,953	6.0%	42,761	4.9%
Utah	15,145	3.8%	21,367	2.4%

Hawaii Top Asian / Native Hawaiian & Other Pacific Islander Groups (race alone)

ASIAN	503,868	NH&OPI	113,539
Asian Indian	1,441	Native Hawaiian	80,137
Chinese	56,600	Guamanian	1,663
Filipino	170,635	Samoan	16,166
Japanese	201,764	Other Pac. Isl.	15,573
Korean	23,537		
Vietnamese	7,867		
Other Asian	42,024		

Need Assistance?
Census Resources

U.S. Bureau of the Census
Partnership and Data Services Program
15350 Sherman Way, Suite 300
Van Nuys, CA 91408
(818)904-6522
(888)806-6389 for Hawaii only

Hawaii State Data Center
Dept. of Business, Economic Development & Tourism
(808)586-2499 Jan Nakamoto

Papa Ola Lokahi - Census Information Center
(808)536-9453 Momi Lovell

Federal Depository Libraries