



# 2020 Census, Small Business & St Tammany

"The U.S. Census Bureau measures America's People, Places and Economy"



2020 CENSUS EDUCATION INITIATIVE

Prepared By Trupania Bonner

# BY THE NUMBERS

Total population: **4,684,333**

Population increased by 150,000 since 2010

## Race & Ethnicity Data



Louisiana

CENSUS

2020



Native Hawaiian 0.9%

Asian 1.9%

Hispanic 5.2%

32.6%  
Black

32.6%  
white

16 Large Federal Assistance Programs Distribute Funds on Basis of Decennial Census-Derived Statistics (FY 2015)

Total Program Obligations:  
**\$10,137,434,348**  
Per Capita: **\$2,291**

# Federal Programs for Louisiana 'Community Benefits'

## Education = \$723,945,849

- **Title I Grants to Local Education Agencies** ED Grants LEAs \$219,606,744
- **Special Education Grants (IDEA)** ED Grants States \$156,245,922

## Childcare = 184,302,181

- **Medical Assistance Program** (Medicaid) HHS Grants States \$5,943,502,554
- **Medicare Part B** (Supplemental Medical Insurance) – Physicians Fee Schedule Services HHS Direct Pay Providers \$873,535,730
- **Head Start/Early Head Start** HHS Grants Providers \$144,339,984
- **Health Center Programs** (Community, Migrant, Homeless, Public Housing) HHS Grants Providers \$64,724,388
- **Foster Care** (Title IV-E) HHS Grants States \$46,190,000
- **Low Income Home Energy Assistance (LIHEAP)** HHS Grants States \$44,955,324
- **Child Care and Development Fund**- Entitlement HHS Grants States \$40,069,000

## Five Main Support Buckets for Distribution

## Healthcare = \$8,176,054,794

- **Supplemental Nutrition Assistance Program (SNAP)** USDA Direct Pay House-holds \$1,112,381,122
- **National School Lunch Program** USDA Grants States \$203,753,199
- **Supplemental Nutrition Program for Women, Infants, and Children (WIC)** USDA Grants States \$98,043,181

## Housing = \$372,160,717

- **Section 8 Housing Assistance Payments Program** (Project-based) HUD Direct Pay Owners \$124,945,396
- **Section 8 Housing Choice Vouchers** HUD Direct Pay Owners \$202,260,000

## Highway & Construction = \$690,967,804

- **Highway Planning and Construction** DOT Grants States \$690,967,804



More than \$10 billion  
in census-guided federal  
assistance distributed  
over decade

In 2020, the US Census Bureau will implement new technology for the first time. Community Stakeholders will be able to respond by mail, phone as well as by way of the internet.

- Mid March 2020: Census count starts in Remote Alaska
- Materials mailed to most homes in 3 waves over ~7 days
- People can self-respond through July



20% of homes also get paper form in 1st mailing.



Telephone response option also available to all



80% of homes get letter inviting Internet response.

**Note:** Residents will receive a paper form eventually if they don't respond on-line or by phone.

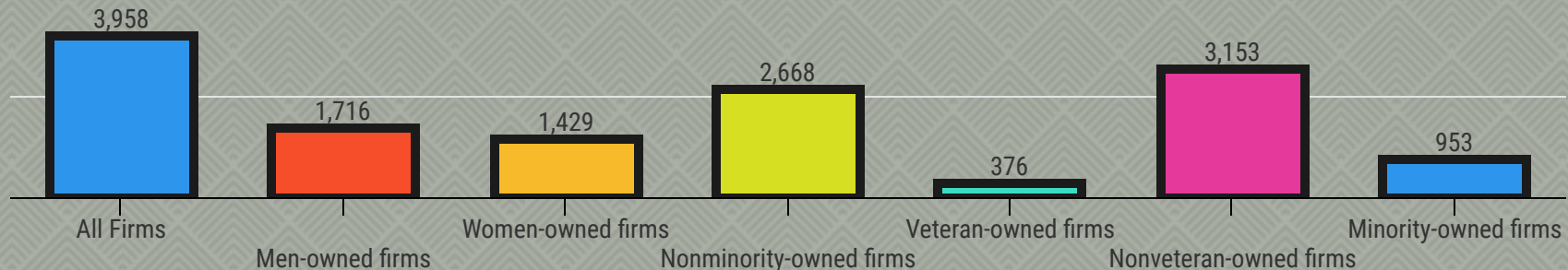
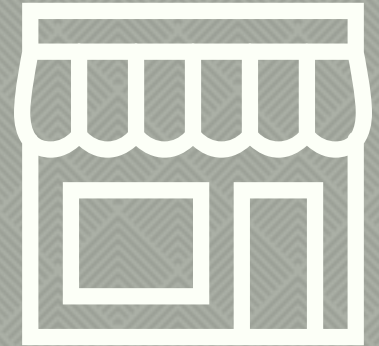
# Leveraging Demographic Information (ACS/Census Data)

## State/Federal Resources

## Small Businesses

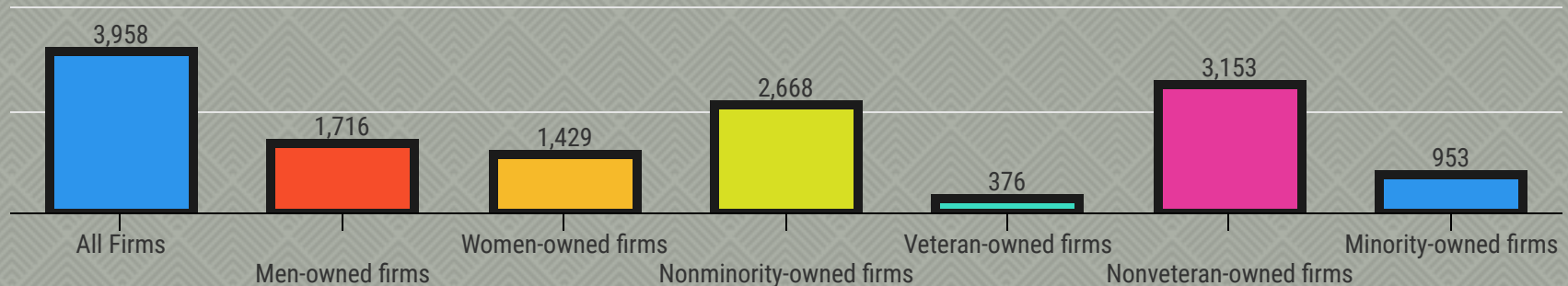
## Demography (ACS)

- Population
- Ethnicity
- Income
- Spending Habits
- Education



# Community Focus - Slidell (Census Data, 2017 est)

- Population: 27,883 (+800 ppl) (52% women)
- National Rate of Homeowners: 69% (+7%)
- Median Household Income: \$55k (-\$2K)
- Households with Computers: 90% (+3%)
- Households with Broadband: 83% (+5%)
- Education/Graduation Rates: 88% (+1%)
- Education/BA: 24% (-6%)



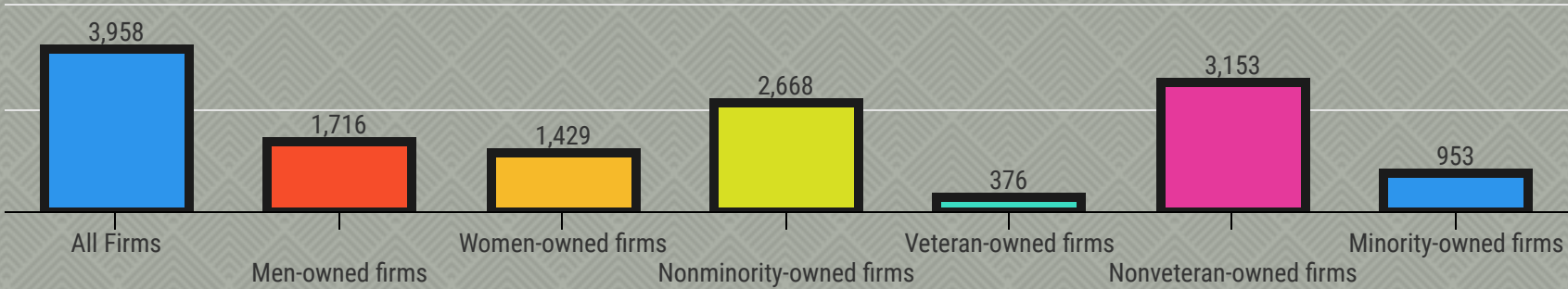
# Community Focus - Slidell, LA

## Incoming

## Small Business/Firms

- Total Program Obligations: \$10,137,434,348  
Per Capita: \$2,291
- Slidell - Population: 27,214
- Based on 2017 Census estimates, the city of Slidell's population, in addition to federal cost per citizen/per capita could potentially amount to over \$62m (?)
- Based on a maximum count... VERY RARE

- All firms-----3,958
- Men-owned firms-----1,716
- Women-owned firms-----1,429
- Minority-owned firms-----953
- Nonminority-owned firms-----2,668
- Veteran-owned firms-----376
- Nonveteran-owned firms-----3,153



# Reaching Potential - Maximizing The Count

## Recommendations



**Goal 1:**  
Complete Count  
Committees/Jobs



**Goal 2:**  
ID Census Offices  
Partnership Specialists



**Goal 3:**  
Communications



**Goal 4:**  
Count Tracker

**Taking a proactive approach provides the best opportunity to access grants and other resources to enhance Municipal Services, Business and Consumer experience in New Orleans.**