



2020 Census, Small Business & Orleans Parish

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



2020 CENSUS EDUCATION INITIATIVE

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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

63%
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.

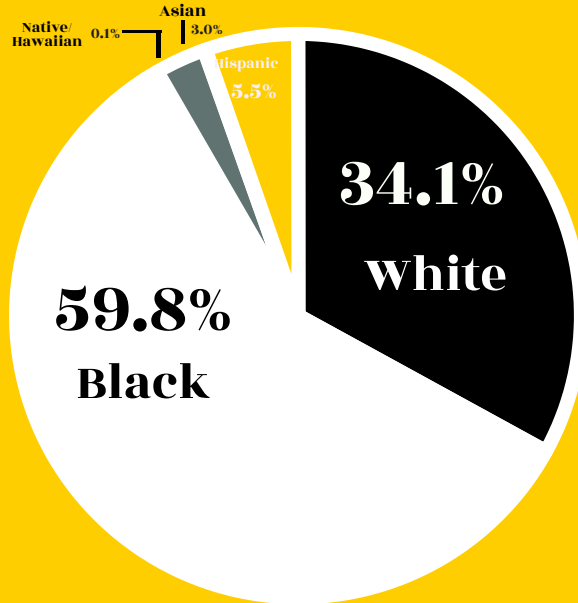
Note: Residents will receive a paper form eventually if they don't respond on-line or by phone.

BY THE NUMBERS

Total population: 343,829

Population increased by 49,463 since 2010

Race & Ethnicity Data



New Orleans

CENSUS

2020



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Leveraging Demographic Information (ACS/Census Data)

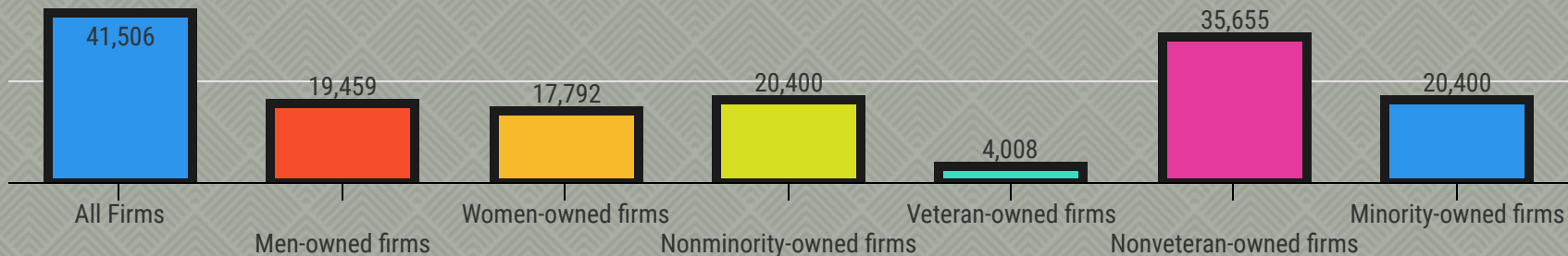
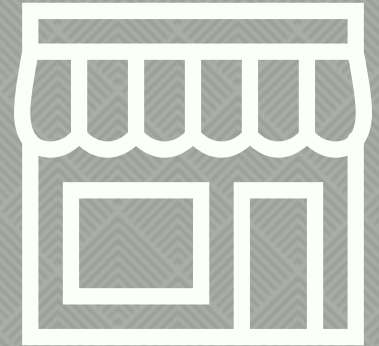
Demography (ACS)

- Population
- Ethnicity
- Income
- Spending Habits
- Education

State/Federal Resources

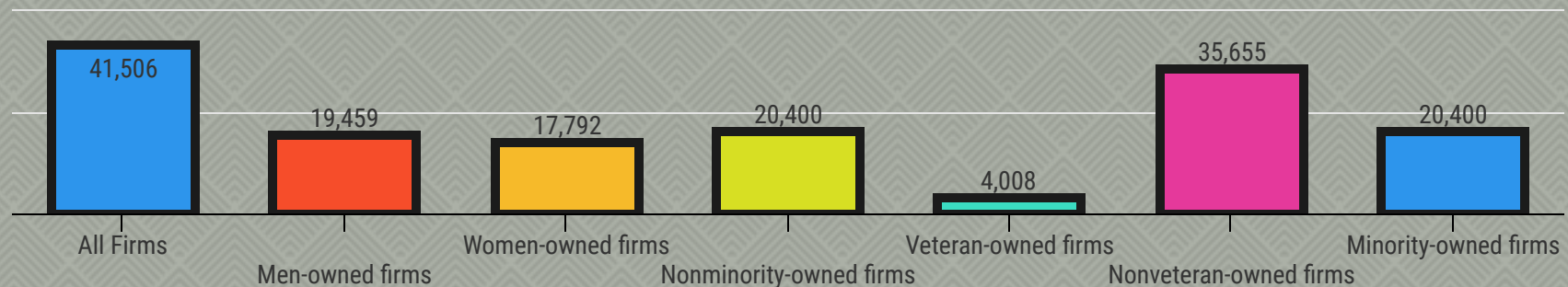


Small Businesses



Community Focus - New Orleans (Census Data, 2017 est)

- Population: 343,829 (+49,463 ppl) (52.3% women)
- Rate of Homeowners: 47.1% (-16.7%)
- Median Household Income: \$38,721 (-\$18,931K)
- Households with Computers: 79.1% (-8.1%)
- Households with Broadband: 66.1% (-12%)
- Education/Graduation Rates: 85.9% (+1.1%)
- Education/BA: 36.5% (+5.6%)



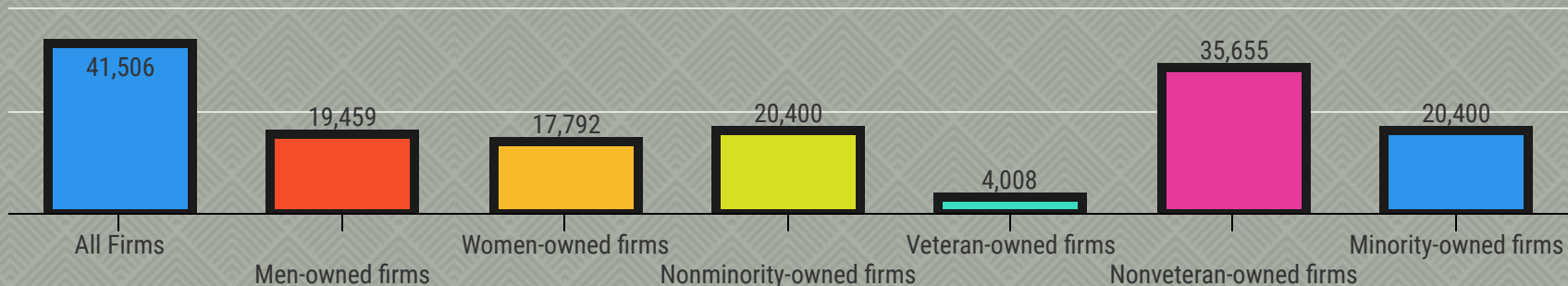
Community Focus - New Orleans

Incoming

Small Business/Firms ('12)

- Total Program Obligations: \$10,137,434,348
Per Capita: \$2,291
- New Orleans, LA. - Population: 343,829
- Based on 2017 Census estimates, the city of New Orleans' population, in addition to federal cost per citizen/per capita could potentially amount to over \$787m (?)
- Based on a maximum count... VERY RARE

- All firms-----41,506
- Men-owned firms-----19,459
- Women-owned firms-----17,792
- Minority-owned firms-----20,400
- Non-minority-owned firms-----19,511
- Veteran-owned firms-----4,008
- Non-veteran-owned firms-----35,655



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.