



A NALEO CAMPAIGN

NORTH CAROLINIANS RELY UPON **ACCURATE CENSUS DATA**

ACCURATE CENSUS DATA ARE KEY for federal funding allocations to state and localities. Federal resources are divided up between jurisdictions according to what Census data tell us about various communities' demographic characteristics, needs, and assets. In order for North Carolina to receive its fair share, the Census Bureau must master the difficult task of accurately counting the state's dynamic, diverse population.

Historically, certain hard-to-reach populations are more difficult to count than others. North Carolina is home to disproportionate shares of populations that are most frequently undercounted, such as African Americans, Native Americans, and people with lower incomes. For example, the share of North Carolinians who are African American is nearly twice the national average.



Federal Census-directed programs that are particularly important to North Carolinians include:

Highway Planning and Construction

North Carolina's geographic size and rural spaces mean it has a significant number of miles of road to maintain. In FY17, thanks to Census data, North Carolina received more than \$1.07 billion in funding authorized by the 2015 Fixing America's Surface Transportation Act, the largest portion of it designated for maintenance of national highways and construction and repair of bridges and other highway facilities.

Nutritional Support for Families

It is critical that children whose families face poverty and related challenges have their basic needs met, and achieve the healthy physical and mental development that will contribute to their success later in life. One of the key federal programs that provides food, and nutritional counseling and education, to pregnant and breastfeeding mothers in North Carolina is the Women, Infants and Children (WIC) benefits program. WIC allocations among states are determined with Census data, and for FY16, these data ensured that North Carolina received more than \$203 million.

Coastal Zone Management

North Carolina's Department of Environmental Quality manages over 3,300 miles of shoreline, providing access to critical coastal and ocean resources. Under the Coastal Zone Management Act, which relies on Census data to allocate resources, the National Oceanic and Atmospheric Administration provided North Carolina with over \$2.5 million in FY16 for the protection and management of this land.

When it is adequately funded, the Census Bureau produces highly accurate, detailed data that enable us to direct a total of over \$23.7 billion to the North Carolina communities where those resources are most needed.

But if the Census Bureau's hands are tied by declining appropriations or limitations that prevent it from conducting a sound decennial enumeration and accurate surveys, the quality of Census data similarly will decline, and many fewer North Carolinians will benefit from these and many other Census-directed federal programs.

Congress must adequately fund the Census Bureau by providing it with no less than \$8 billion for the decennial Census in FY20. It is critical that Congress secure this funding by the start of the fiscal year, when address canvassing, advertising, and other key activities will already be underway. Any funding delay or uncertainty would disrupt the conduct of the survey and imperil the accuracy of Census data for a decade to come.