

# Assisting Businesses, Community, and State/Local Government Leaders to Make Critical Decisions Using Decennial Data

**THE CHALLENGE** – Develop digital products or physical/digital works of art that enable businesses, community organizations and local governments to use 2020 Census data for key decision making

**THE PROBLEM** – Using census data to inform decision making can be challenging for businesses, community groups, and government leaders. Small businesses and nonprofits with limited resources dedicated to comprehensive analytics may struggle to navigate the data, identify relevant data points, and determine the implications for their business. Similarly, state and local government leaders are often constrained by time, capacity, and budget and therefore may not have the necessary bandwidth to conduct these analyses. However, the accurate distribution of resources on the state and local level is crucial to equitably providing services. Developing solutions to help these stakeholders utilize decennial data would ensure that smaller and less resourced businesses could make critical decisions, community organizations could gain insights into local needs, and funds could be accurately and equitably distributed.

**BACKGROUND** – Every ten years, businesses, community organizations, and state/local government leaders look to decennial census data to make critical decisions that have implications for the subsequent decade. Businesses rely on the data to determine where to expand operations and recruit employees, as well as what products and services to offer. Community and nonprofit organizations use decennial data to better understand local issues and inform community engagement efforts. State and local government leaders employ census data to apply for grants, determine where new schools, roads, and other services should be located, and allocate federal funds for programs such as Head Start for early childhood education, community mental health services, community infrastructure such as roads and water systems, and the Supplemental Nutrition Assistance Program (SNAP).

**TARGET AUDIENCE** – Business decision makers, community and nonprofit organizations, state and local government leaders.