

2020 Census



Georgia Lowe, Partnership Specialist
New York Regional Office

Agenda

Welcome and Introductions

- Census Bureau
- Secretary of the Commonwealth

Overview of 2020 Census and Complete Count Committees

Small group breakout

Share out

Q & A

Mission and Purpose

Mission

To serve as the nation's leading provider of quality data about its people and economy.

Purpose

To conduct a census of population and housing and disseminate the results to the President, the States, and the American People.

Count everyone once, only once and in the right place.

About the U.S. Census Bureau

Largest statistical agency in the U.S.

Leading source of quality data about the nation's people, places and economy

Conduct more than 130 surveys and programs

- Demographic Programs
 - Decennial Census
 - American Community Survey
 - Current Population Survey
 - American Housing Survey
- Economic Programs
 - Economic Census (Years ending in 2 & 7)
 - Census of Governments (Years ending in 2 & 7)

2020 Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years since 1790 (years ending in zero)
- Counts every resident in the United States where they live and sleep most of the time
- Increasingly diverse and growing population
 - 330 million people
 - Over 140 million housing units
- Confidential
 - Responses are protected by Federal Law
 - Responses are only used to produce statistics

Data Protection

- Title 13 of the U.S. Code protects the confidentiality of all respondent information we collect.
- Private information is never published, including names, addresses, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be shared with any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating the confidentiality of a respondent is a federal crime with serious penalties, including a federal prison sentence of up to five years, a fine of up to \$250,000, or both.

Uses of Census Information

- Determines the number of seats each state has in the U.S. House of Representatives
- Defines congressional and state legislative districts, school districts and voting precincts
- Determines how more than \$675 billion dollars in federal funding are spent on infrastructure, programs and services each year
- Informs government, business and community planning and decisions
- Provides business and nonprofit organization with critical information for planning decisions
- Provides population benchmarks for nearly every other United States survey

Design for 2020 Census

The 2020 Census: A New Design for the 21st Century

Motivate People to Respond

Conduct a nation-wide communications and partnership campaign

- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation.



Establish Where to Count

Identify all addresses where people could live

IN-FIELD

IN-OFFICE

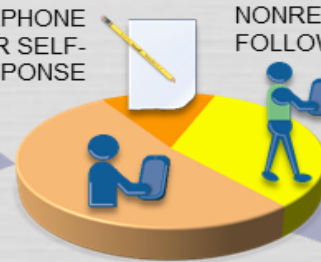


- Conduct a 100% review and update of the nation's address list
- Minimize field work with in-office updating
- Use multiple data sources to identify areas with address changes
- Get local government input

TELEPHONE
AND PAPER SELF-
RESPONSE

NONRESPONSE
FOLLOWUP

INTERNET SELF-RESPONSE



Count the Population

Collect data from all households, including group and unique living arrangements

- Make it easy for people to respond anytime, anywhere
- Encourage people to use the new online response option
- Use the most cost-effective strategy to contact and count nonrespondents
- Knock on doors only when necessary
- Streamline in-field census-taking



**Count Everyone Once
In the Right Place**

Release Census Results

Process and Provide Census Data

- Deliver apportionment counts to the President by December 31, 2020
- Release counts for redistricting by April 1, 2021
- Make it easier for the public to get data



Responding to the 2020 Census Language Assistance

- Internet Self-Response
 - 12 Non-English Languages: Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese
- Census Questionnaire Assistance (telephone and other customer channels)
 - 12 Non-English Languages: Spanish, Chinese (Mandarin, Cantonese), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese (includes telecommunication device for the deaf)

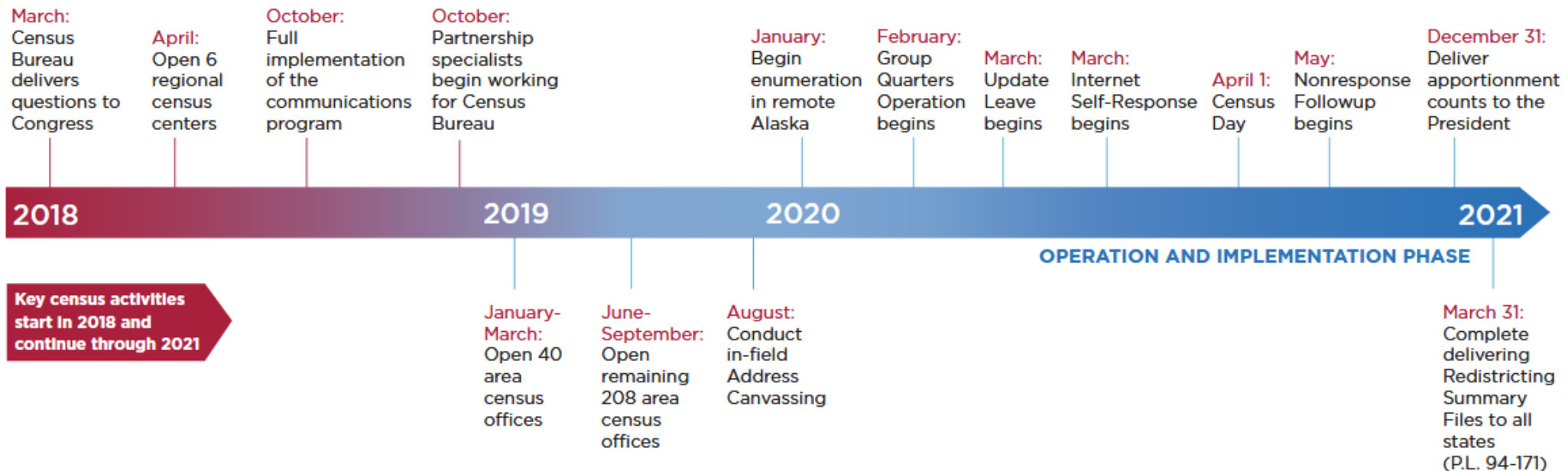
Responding to the 2020 Census

Language Assistance

- Enumerator Instrument, Bilingual Paper Questionnaire, Bilingual Mailing, Field Enumeration Materials
 - Spanish
- Language Glossaries and Language Identification Cards
 - 59 Non-English Languages
- Language Guides (Video and Print)
 - 59 Non-English Languages
 - Includes American Sign Language, braille, and large print
- Hiring at the community level

Road to the 2020 Census: Where Are We Today?

In the next census, we will be trying to reach an increasingly diverse and growing population of around 330 million people in more than 140 million housing units.



Looking Ahead to Census 2020

2018

- Partnership Program - Launch of the Partnership Program
- Recruitment Begins (Fall)

2019

- Open Wave 1 Field Offices (Jan – Feb)
- Open Wave 2 Field Offices (Jun – Sep)
- Complete Count Committees - Complete Formation of SCCC/CCCs

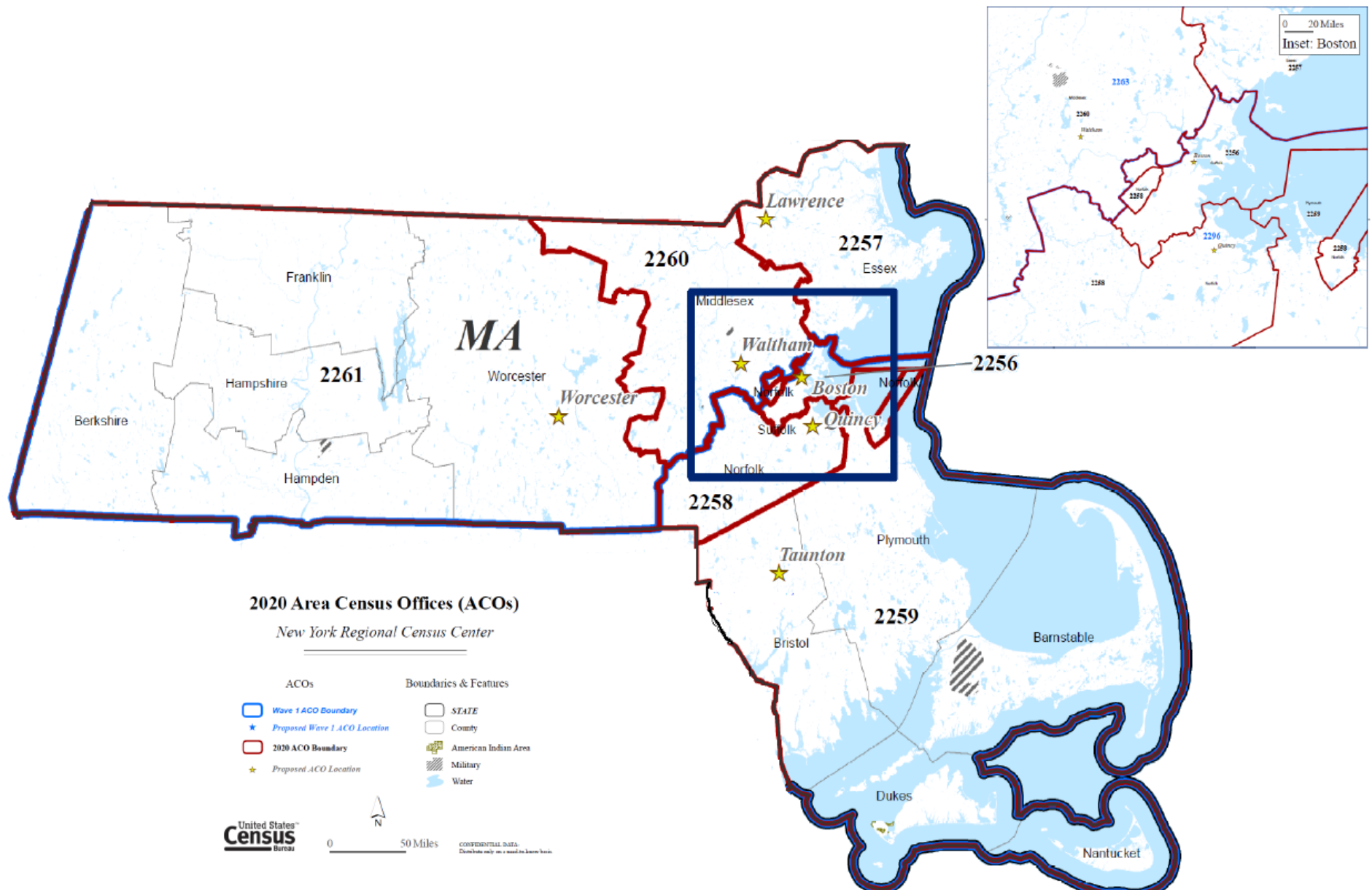
2020

- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020

2021

- Redistricting Counts to the States - By March 31, 2021

MA Area Census Offices (ACOs)



Census 2020 Jobs

Beginning in the fall of 2018 the Census Bureau will begin recruitment in preparation for the 2020 Census. The Census Bureau will be searching for a qualified and diverse staff to fill the following positions:

- Area Census Office Manager
- Census Field Manager
- Administrative Manager
- Information Technology Manager
- Recruiting Manager
- Office Operations Supervisor
- Clerical Support
- Area Manager
- Partnership Specialists
- Recruiting Assistant
- Census Field Supervisors
- Enumerators

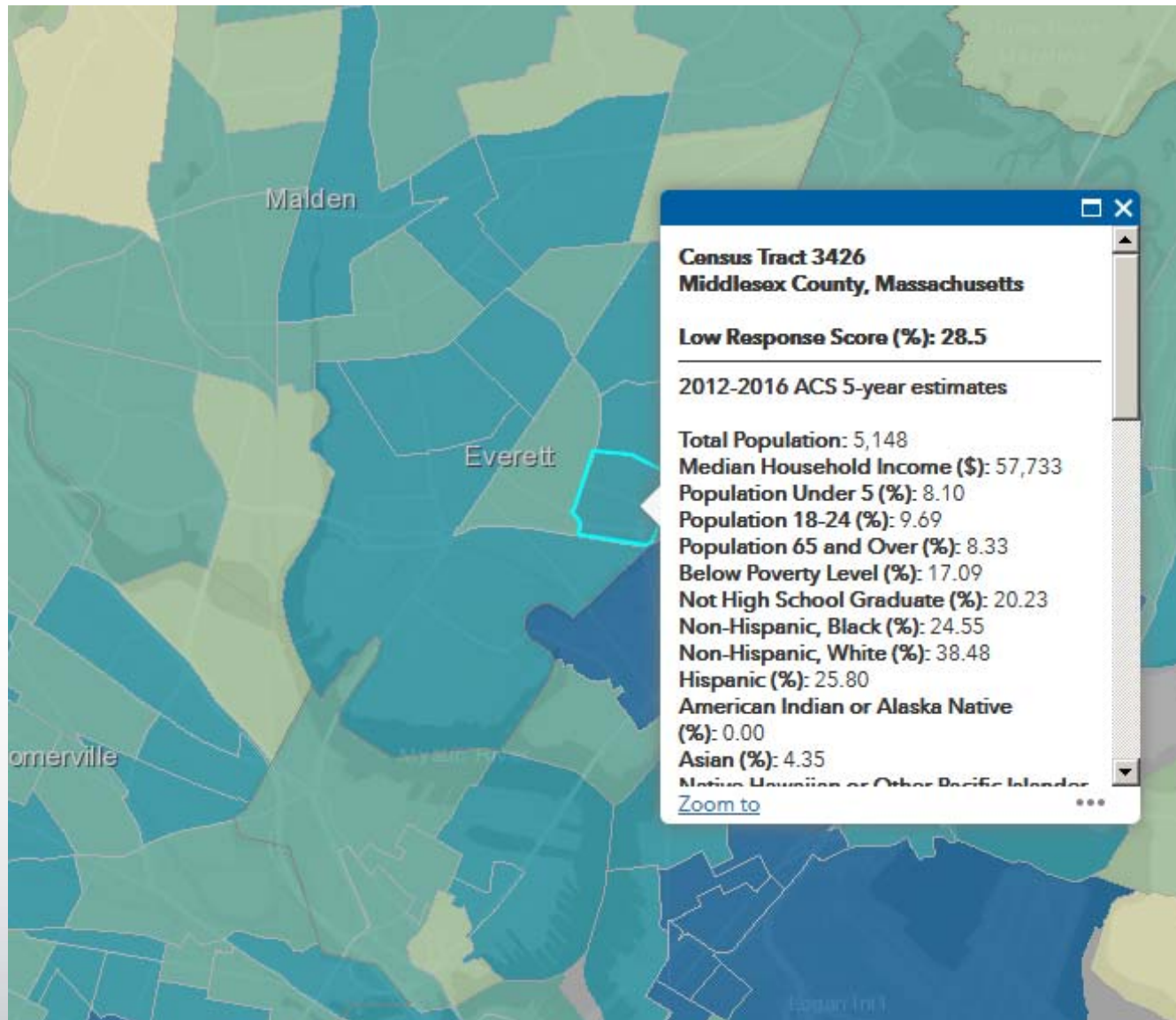
<https://www.usajobs.gov/>

<https://2020census.gov/jobs>

2020 Census Environment



Response Outreach Area Mapper (ROAM)



- Housing
- Demographic
- Socioeconomic
- Data Available at the Census tract
- Available to the public

census.gov/roam

Overcoming Obstacles through Partnerships

- Our Partners: Elected Officials, Colleges and Universities, School Districts, Libraries, Government Offices, Community Organizations and Associations, Media Outlets and Local Businesses.
- Your **Trusted Voice** to encourage everyone's participation
- Local knowledge and insight of the community to reach everyone with the Census Bureau's messaging
 - The impact of a complete count for the community
 - Every person living in the U.S. is to be counted in the 2020 Census
 - Privacy; Confidentiality of responses
 - Employment Opportunities

Partnership Initiatives

- **Complete Count Committees**
- American Indian and Alaska Native Program
- Community/State and Local Networks
- Faith-Based Community Outreach
- Foreign Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Trusted Voices
- Mobile Response Program
- Thank You Campaign

Partnership Activity Examples

- Host events
- Allow the Census Bureau to Participate in events
 - Speaking Opportunities
 - Presence at events
- Share the Census Message
 - Social Media
 - Newsletters
- Assist with Census Operations
 - Recruiting assessments
 - Response activities
- Participate in a Complete Count Committee

Complete Count Committee

CCCs allow stakeholders the ability to participate in a substantial and meaningful way in the complete count of the population.

- Enable the local census stakeholders to develop and implement a locally-based and targeted outreach and promotion effort
- Cooperative effort between local organizations, communities, and the Census Bureau

Communication vehicles that:

- Promote the importance of the 2020 Census
- Promote the employment opportunities with the 2020 Census
- Encourage and support participation in the 2020 Census

Complete Count Committee

A group of government and community leaders who come together to raise awareness about the census and motivate people to respond.

- Independent entity
- Local knowledge, influence and resources
- Vehicle for collaboration
- Volunteer
- State, regional, municipal, and community level

Strong Complete Count Committees are:

- As inclusive as possible
- Consist of a coalition of businesses, community groups, government officials, and other public serving entities

Complete Count Committee: Subcommittees

Focus on different facets of the community.

Allow a more targeted approach to reach a specific audience.

Devoted to reaching populations that may not respond or may be undercounted.

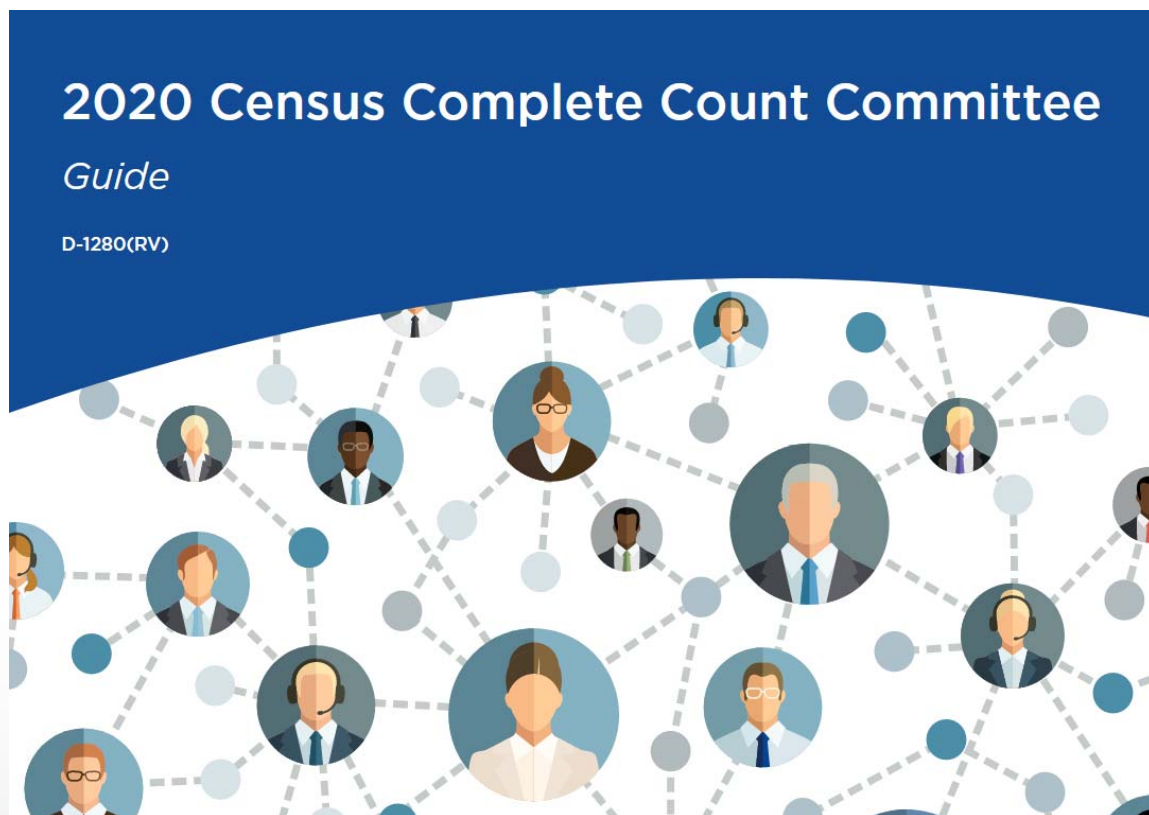
- Business
- Community Based Organizations
- Pre-K through 12 grade
- Colleges & Universities
- Ex-Offenders
- Faith-Based
- Government
- Homelessness
- Library
- Philanthropy
- Race & Ethnic
- Recruiting
- Senior Citizen
- Veterans

Committee/Subcommittee Activities

- Appoint a Census Liaison
- Develop a local advertising campaign
 - Post Census information on website and social media
 - Print materials
 - Run PSAs on local media outlets
- Translate Census materials and tailor messaging for your community
- Provide a Census Bureau Presence
 - Plan 2020 Census events
 - Media Kick-Offs
 - Outreach events (Recruiting and Response)
 - Provide a space for Census Bureau staff at local events
 - Create sub-committees to develop a targeted approach for specific audiences within community

Complete Count Committee Resources

CCC Guide, CCC Pamphlet



https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html

Moving Forward

The Census Bureau needs your assistance to ensure your community is accurately represented in the 2020 Census.

- What factors are likely to prevent your community from being accurately represented?
- What are the key organizations we should engage? Key leaders?
- Which areas should we target for recruitment and response outreach?
- What strategies should we utilize to ensure the 2020 Census message is delivered to every community?
- What resources are available to assist with the promotion of Census Bureau messaging?
- Can we count on you as a partner to help ensure a complete and accurate count in 2020?
- Do you plan to form (or engage in) a Complete Count Committee for your community?

Data Dissemination Program

Free Resource to **YOU**

Opportunities to teach the public how to access our data

- Data Presentations
- Data Access Workshops and Training Sessions
- Webinars
- Data and Survey Inquiries

All tools and data available at www.census.gov

- American FactFinder
- Census Business Builder
- My Congressional District
- OnTheMap

Contact Us

Georgia Lowe

Partnership Specialist

(978) 697-7175

georgia.lowe@census.gov

Alexandra Barker

Data Dissemination Specialist

(617) 519-1099

alexandra.s.barker@census.gov

New York Regional Census Center Partnership Team

Partnership Line

(212) 882-2130

New.York.RCC.Partnership@2020census.gov

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Questions?