

2020 Census



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U.S. Census Bureau

- Largest statistical agency in the U.S.
- Leading source of quality data about the nation's people, places and economy conducting more than 130 Census Bureau 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 ending in zero since 1790
- Count every resident living in the United States
- Increasingly diverse and growing population
 - 330 million people
 - Over 140 million housing units
- Private and Confidential
 - Responses are protected by Federal Law
 - Responses are only used to produce statistics

2020 Census data

- Congressional Apportionment
- Legislative redistricting
- \$675 billion dollars in federal funding
- Government, business and community planning
- Population benchmark for Pop. Estimates Program

Modernizing and Reengineering the 2020 Census

- Reengineered Address Canvassing
- Online Usability
 - Employment Opportunities – apply online
 - Online Self-Response
- Use of Administrative records
- Reengineered Field Operations

Design for 2020 Census

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

Motivate People to Respond

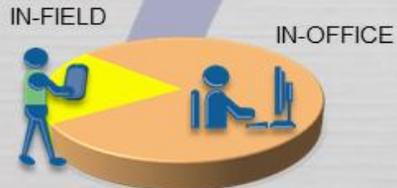
Conduct a nation-wide communications and partnership campaign

- 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



- 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



**Count Everyone Once
In the Right Place**

TELEPHONE
AND PAPER SELF-
RESPONSE



INTERNET SELF-RESPONSE

NONRESPONSE
FOLLOWUP

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

Release Census Results

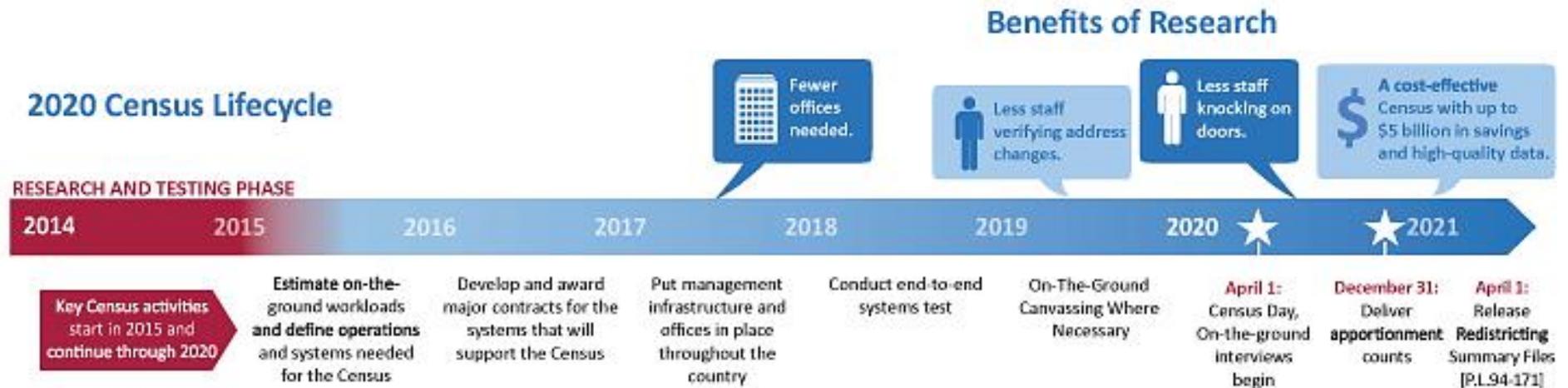
Process and Provide Census Data

- 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



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

2019

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

2020

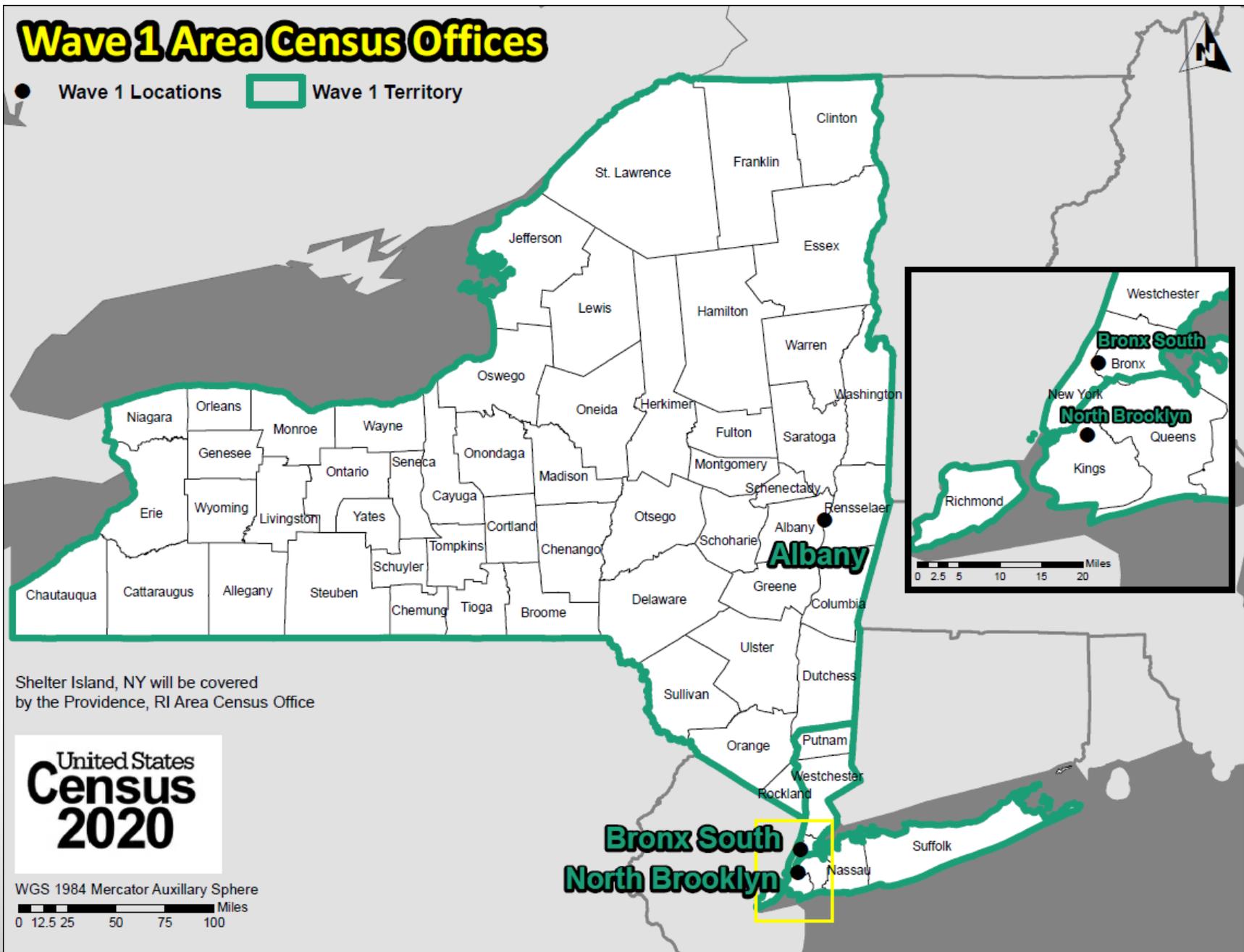
- Advertising - Begins in early 2020
- Census Day - April 1, 2020
- Nonresponse Follow-up - Begins in March and continues through July
- Apportionment Counts to the President - December 31, 2020

2021

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

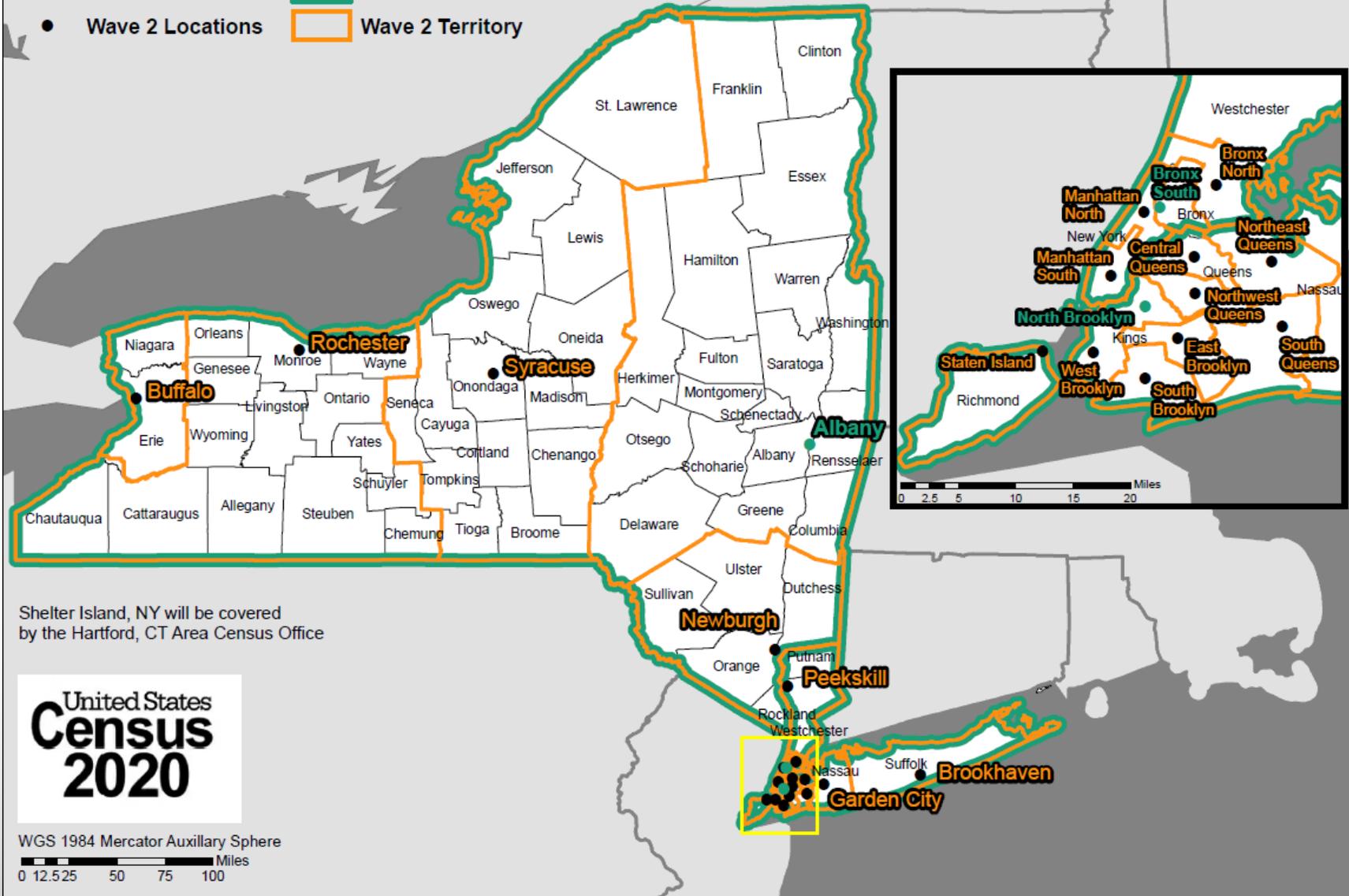
Wave 1 Area Census Offices

● Wave 1 Locations □ Wave 1 Territory



Wave 1 and Wave 2 Area Census Offices

- Wave 1 Locations
- Wave 2 Locations
- ▭ Wave 1 Territory
- ▭ Wave 2 Territory



Ramping up for the Census 2020

Beginning in the fall of 2018 the Census Bureau will begin recruitment in preparation of 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*

2020 Census Environment



Overcoming Obstacles by Utilizing Partnerships

- Your **Trusted Voice** to encourage everyone's participation
- Your knowledge and insight of the community to reach everyone with the Census Bureau's messaging
 - The impact of a complete count for their community
 - Every person living in the U.S. is to be counted in the 2020 Census
 - Privacy and Confidentiality of their responses
 - Employment Opportunities

Our Partners

- Elected Officials
- Colleges and Universities
- School Districts
- Libraries
- Government Offices
- Community Organizations and Associations
- Media Outlets
- Local Businesses

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

How We Support Partners

Materials

- Language
 - Sample email messages
 - Drop in articles
 - Social Media Content and links
- Support
 - Partnership presence
 - Connecting Partners with other partners
 - Data Services

Partnership Activity Examples

- Participate in a Complete Count Committee
- Hosting events
- Allowing the Census Bureau to Participate in events
 - Speaking Opportunities
 - Presence at events
- Sharing the Census Message
 - Social Media
 - Newsletters
- Assisting with Census Operations
 - Recruiting assessments
 - Response activities

Complete Count Committee

- A autonomous and bi-partisan group of community leaders that are invested in the 2020 Census who come together to identify the possible obstacles and their solutions to ensure that their community is accurately represented in the 2020 Census.
- Complete Count Committees are 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

- Complete Count Committees allow stakeholders the ability to participate in a substantial and meaningful way in the complete count of its population
 - Coordinates and nurtures a cooperative effort between local organizations, communities, and the Census Bureau
 - Enables the local census stakeholders to develop and implement a locally-based and targeted outreach and promotion effort
- 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 Sub-Committee

- Subcommittees are a part of a Complete Count Committee that enable the CCC to reach all parts of a community.
 - 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

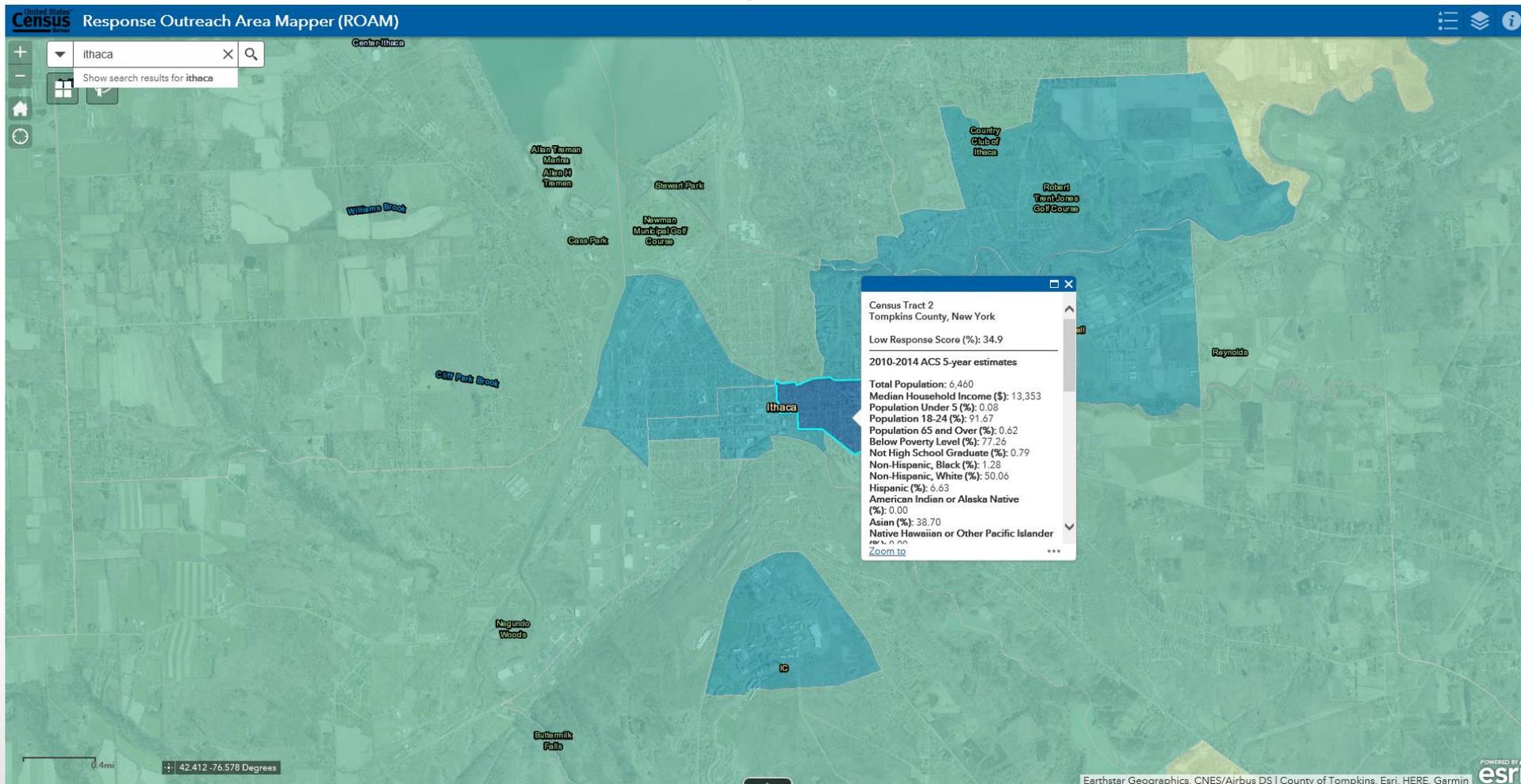
Complete Count Committee/Sub-Committee

Example Activities

- Appoint a Census Liaison
- Establish a local advertising campaign
 - Post Census related information on the city's website and social media
 - Print materials
 - Run PSAs on local media outlets
- Translate Census materials
- Provide a Census Bureau Presence
 - Create 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

Response Outreach Area Mapper (ROAM)

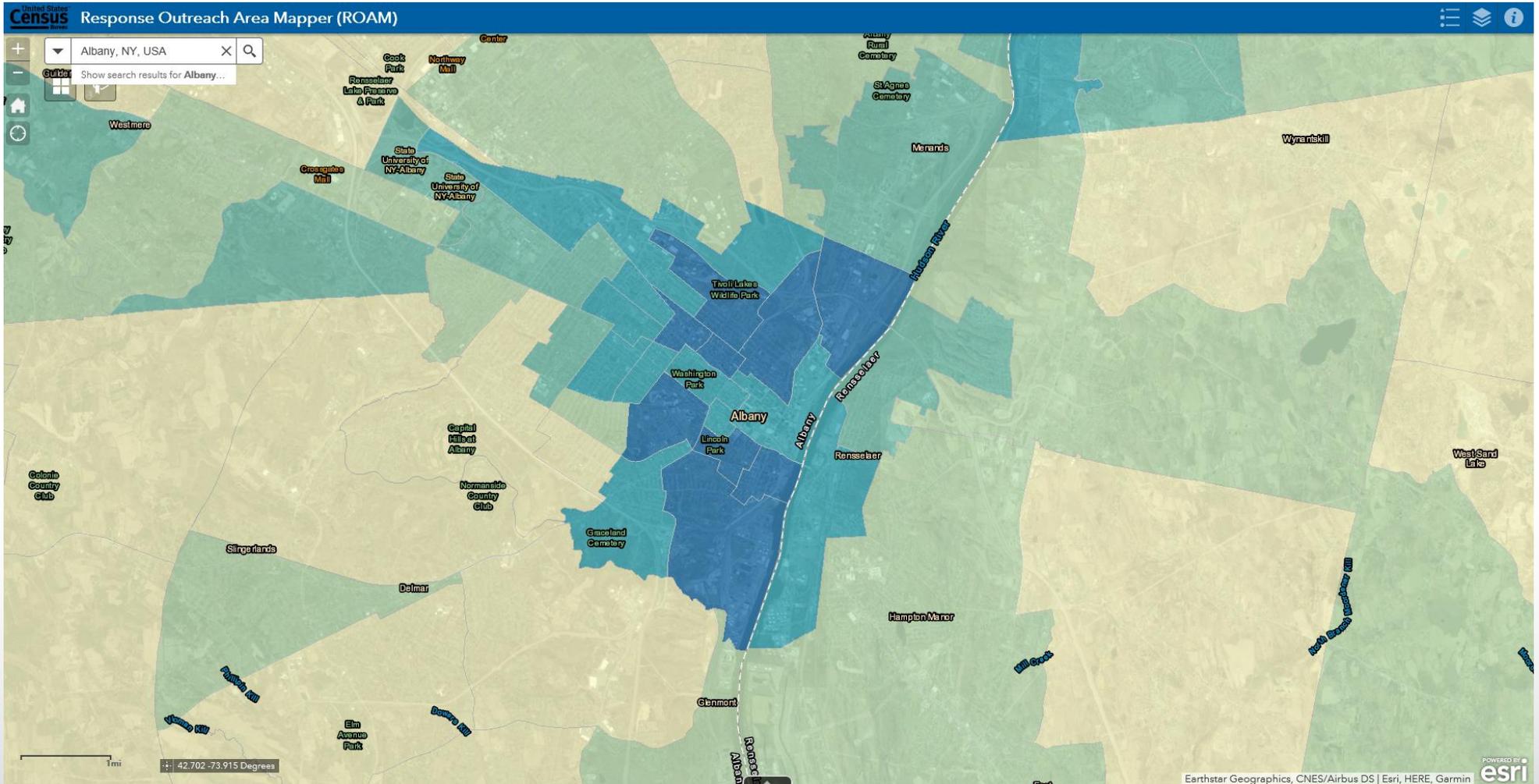
census.gov/roam



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

Response Outreach Area Mapper (ROAM)

census.gov/roam



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

Moving forward

- The U.S. Census Bureau needs your assistance to ensure your community is accurately represented in the 2020 Census
 - What are the factors that are preventing your community from being accurately represented?
 - Where are the areas that the Census Bureau should target for recruitment and response?
 - What are strategies the U.S. Census Bureau should 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?
 - Are you willing to partner with the U.S. Census Bureau to ensure your community is accurately represented in the 2020 Census?

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