

2020 Census



Georgia Lowe, Supervisory Partnership Specialist
New York Regional Office

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.

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

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

Data Protection

- Responses are protected by Federal Law (Title 13) and are only used 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 Title 13 is a federal crime with severe penalties, including a **federal prison sentence of up to five years, a fine of up to \$250,000, or both.**
- Cybersecurity program meets highest and most recent standards.
 - Data encrypted to protect privacy; restricted access; responses kept on private, internal network behind firewalls

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



**Count Everyone Once
In the Right Place**

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

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

2020 Census Language Accessibility



Looking Ahead to Census 2020

2018

- ✓ Partnership Program - Launch of the Partnership Program
- ✓ Recruitment Begins
- ✓ Complete Count Committees - Formation of SCCC/CCCs

2019

- Open Wave 1 Field Offices (Jan – Feb)
- Open Wave 2 Field Offices (Jun – Jul)

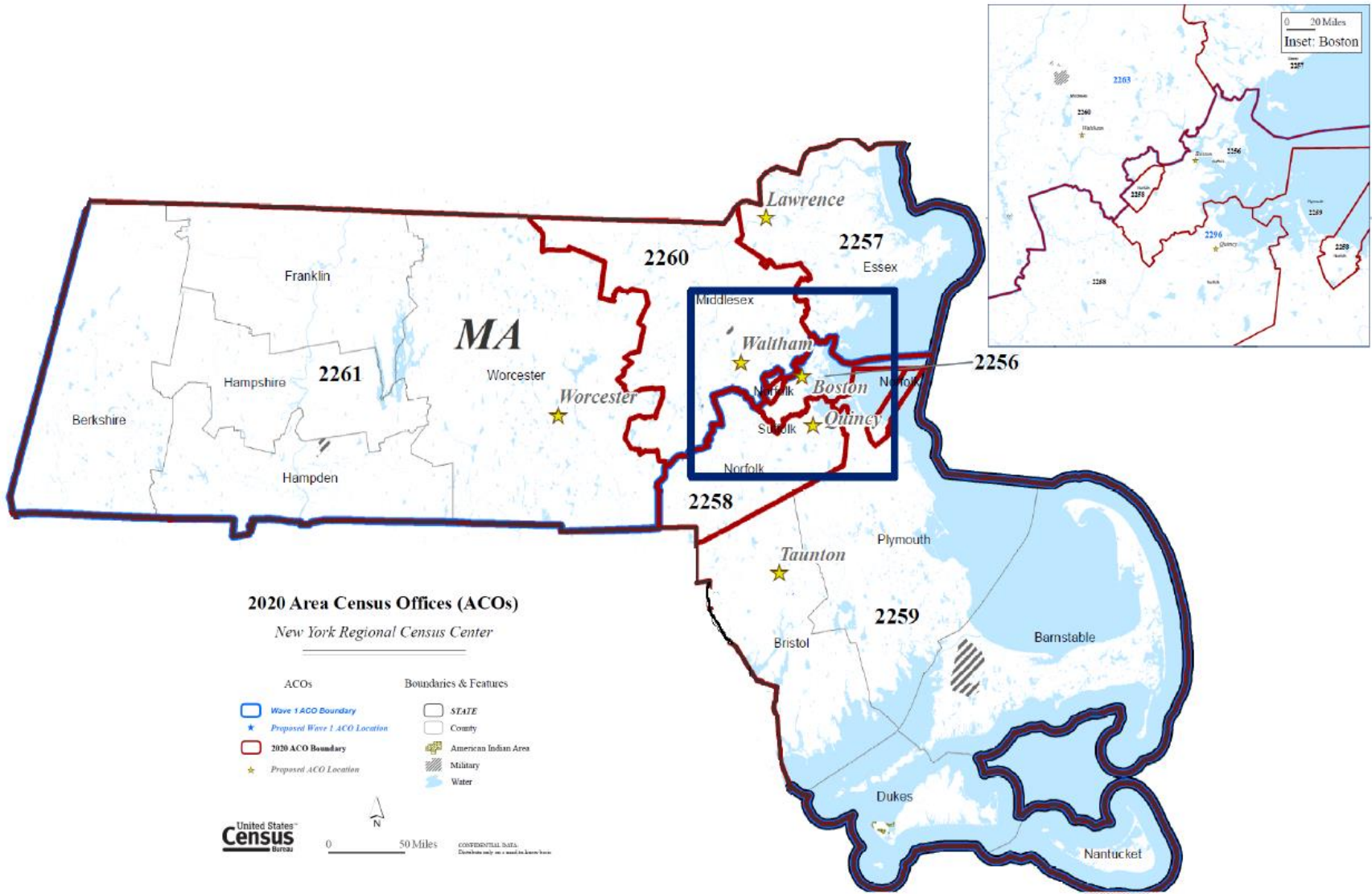
2020

- 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

Area Census Offices



Area Census Office Staffing

Hiring Now through Spring of 2020

Office Positions

Hiring Now through Spring of 2019

- Area Census Office Manager
- Census Field Manager
- Administrative Manager
- Information Technology Manager
- Recruiting Manager
- Office Operations Supervisor *
- Clerical Support *

Field Positions

- Recruiting Assistants*
- Census Field Supervisors*
- Enumerators*

* Indicates apply now through 2020 at the below link for our Field Operations

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

All other positions must apply on www.USAJobs.gov

2020 Census Environment



Overcoming Obstacles through Partnerships

- 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
 - 2020 Census will count every person living in the U.S.
 - Privacy; Confidentiality of 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
- Mobile Response Program

How We Support Partners

- Promotional Materials
 - Flyers (general and targeted)
 - Posters
 - In-language
- Content
 - Sample message for email or blog
 - Drop in articles
 - Social media content and links
 - Graphics

www.census.gov/partners/2020-materials

- Partnership presence
- Connecting Partners with other partners
- Data Services

Partnership Activity Examples

- Participate in a Complete Count Committee
- Host events (hiring, response)
- Allow the Census Bureau to participate in events
 - Speaking opportunities
 - Presence at events
- Share the Census message/job opportunities
 - Social media
 - Newsletters
- Assist with Census operations
 - Recruiting (identify locations with computer resources/
internet connectivity)
 - Response activities

Complete Count Committee

What is a Complete Count Committee?

A group of government and community leaders who come together to raise awareness about the 2020 Census and motivate their community members to respond.

Who should be on the Complete Count Committee?

Elected leaders, school department, libraries, workforce development, immigrant organizations, faith based leaders, senior services, community development and housing, community based organizations, veterans services, higher education, business, media (not an exhaustive list).

How do we get started?

Appoint a chair; identify the individuals/groups to include; plan a kick-off meeting; form subcommittees to be dedicated to specific areas of need.

Complete Count Committee: Subcommittees

Focus on different facets of the community.

Allow a more targeted approach to reach a specific audience.

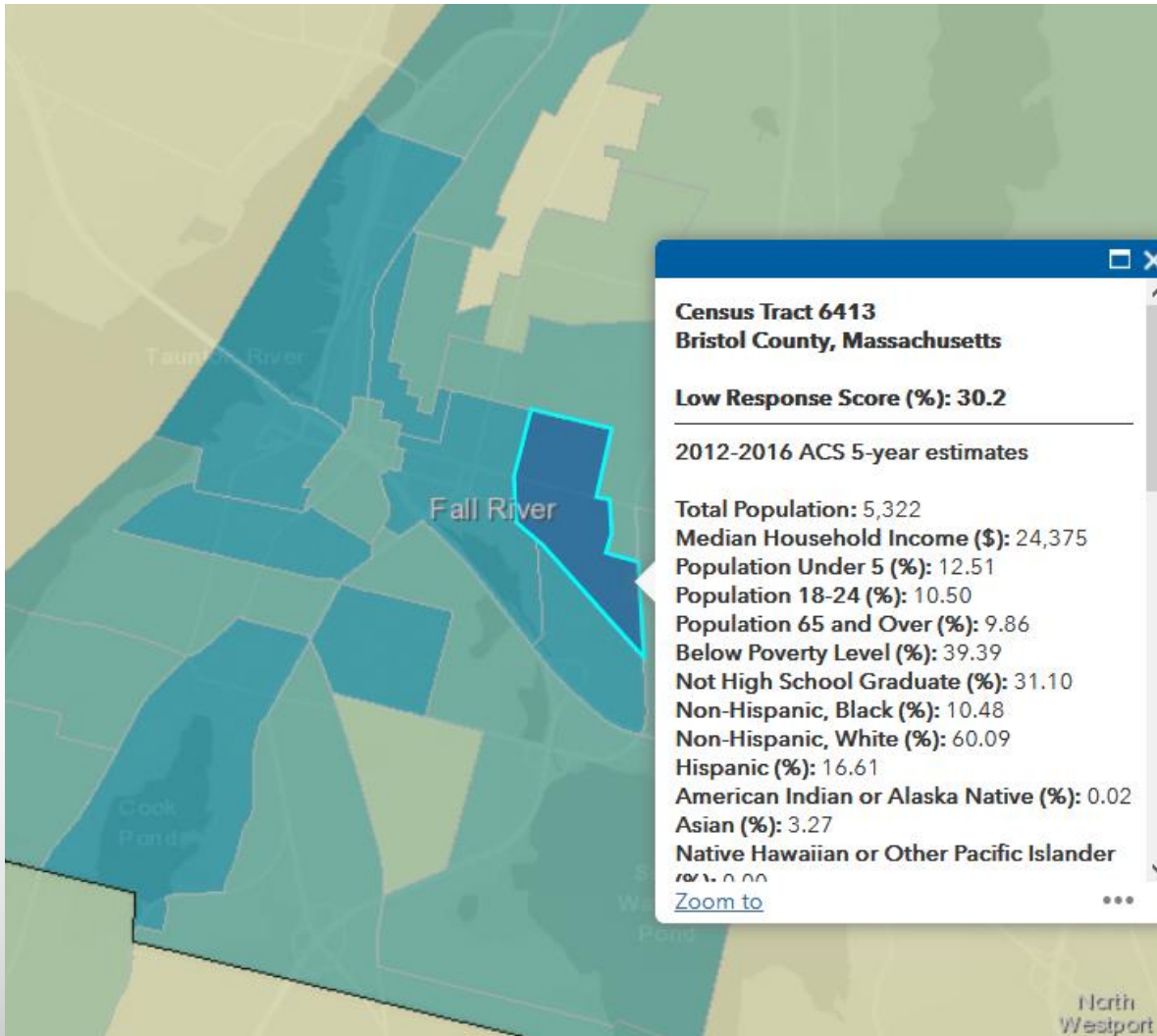
Devoted to reaching populations that may not respond or may be undercounted.

- 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/Host 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 reach all groups

Response Outreach Area Mapper (ROAM)



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

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

Subscribe and learn more:
www.census.gov/academy

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Contact Us

Partnership Program

Email: new.york.rcc.partnership@2020census.gov

Phone: (212) 882-2130

Website: <https://www.census.gov/partners/2020.html>

Data Dissemination Program

Email: census.askdata@census.gov

Phone: 1-844-ASK-DATA

www.census.gov/data/training-workshops.html