

2020 Census



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About the U.S. Census Bureau

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

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

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

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.
- 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.



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

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**

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: Spanish, Chinese, Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese (*includes telecommunication device for the deaf)
- 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

Looking Ahead to Census 2020

2018

- Partnership Program - Launch of the Partnership Program
- Recruitment Begins (Fall)
- Complete Count Committees - Complete Formation of SCCC/CCCs

2019

- Open Wave 1 Field Offices (Jan – Feb)
- Open Wave 2 Field Offices (Jun – Sep)
 - 6 offices in MA (Boston, Lawrence, Quincy, Taunton, Waltham, Worcester)

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 Office Staffing Hiring Now through Spring 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 Assistant *
- Census Field Supervisors *
- Enumerators *

* 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

- 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
- Mobile Response Program

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

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

- Independent entity
- Local knowledge, influence and resources
- State, regional, municipal, and community level

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

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

Strong Complete Count Committees are:

- As inclusive as possible
- Bi-partisan
- Consist of a coalition of government officials, community groups, businesses, 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.

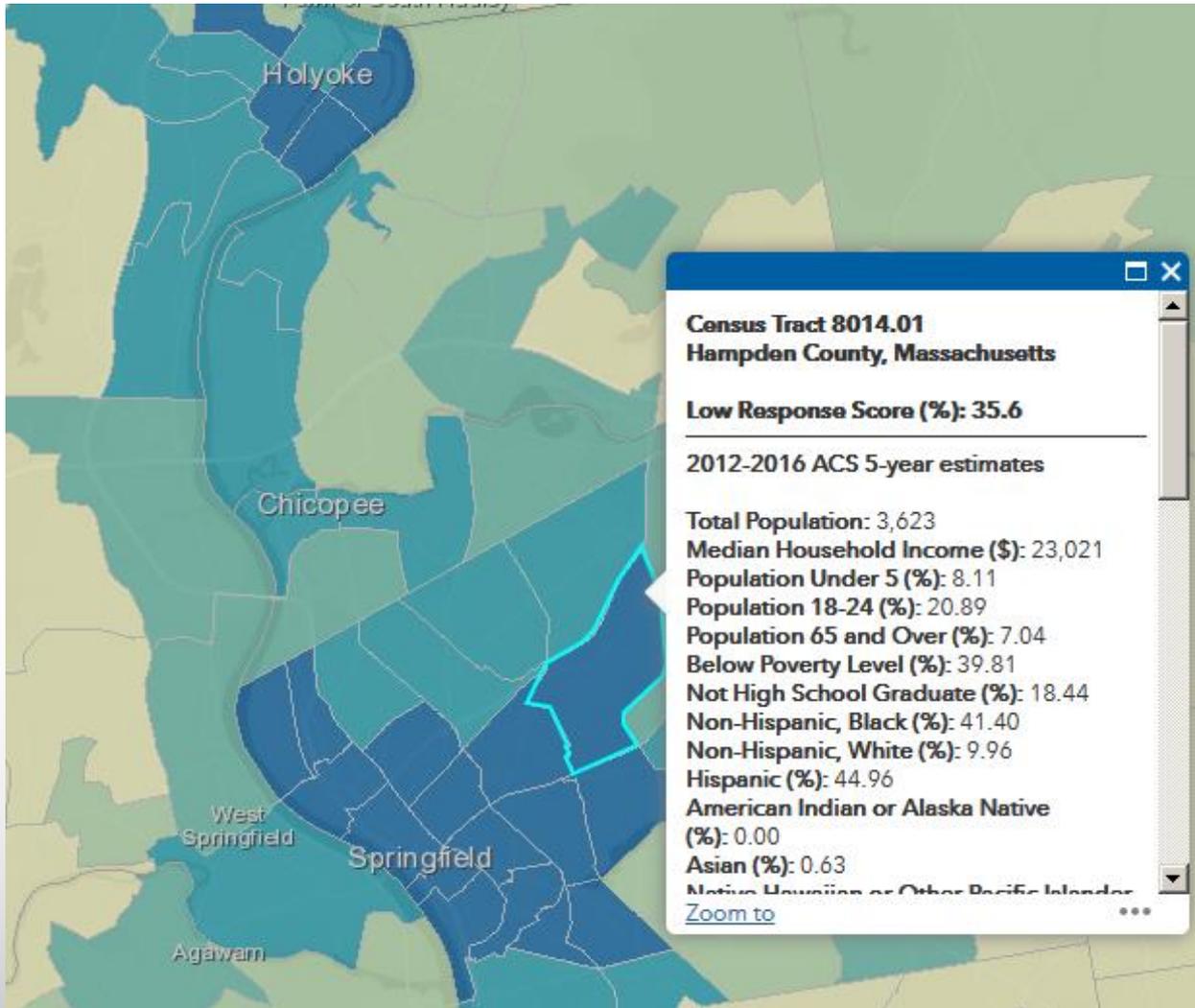
Devoted to reaching populations that may not respond or may be undercounted.

- 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

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

Contact Us

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