

# 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

# US Code Title 13

- Private information is never published, including names, addresses (including GPS coordinates), Social Security Numbers, and telephone numbers.
- The Census Bureau collects information to produce statistics. Personal information collected by the Census Bureau cannot be used against respondents by any government agency or court.
- Census Bureau employees are sworn to protect confidentiality for life.
- Violating Title 13 is a serious federal crime. **Violators are subject to severe 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 the annual allocation of \$675 billion dollars in federal funding
- Provides insight to governments, business and community planning groups for planning purposes
- Provides population benchmarks for nearly every other United States survey

# Design for 2020 Census

## The 2020 Census: A New Design for the 21<sup>st</sup> 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

## Internet Self-Response and Census Questionnaire Assistant Center

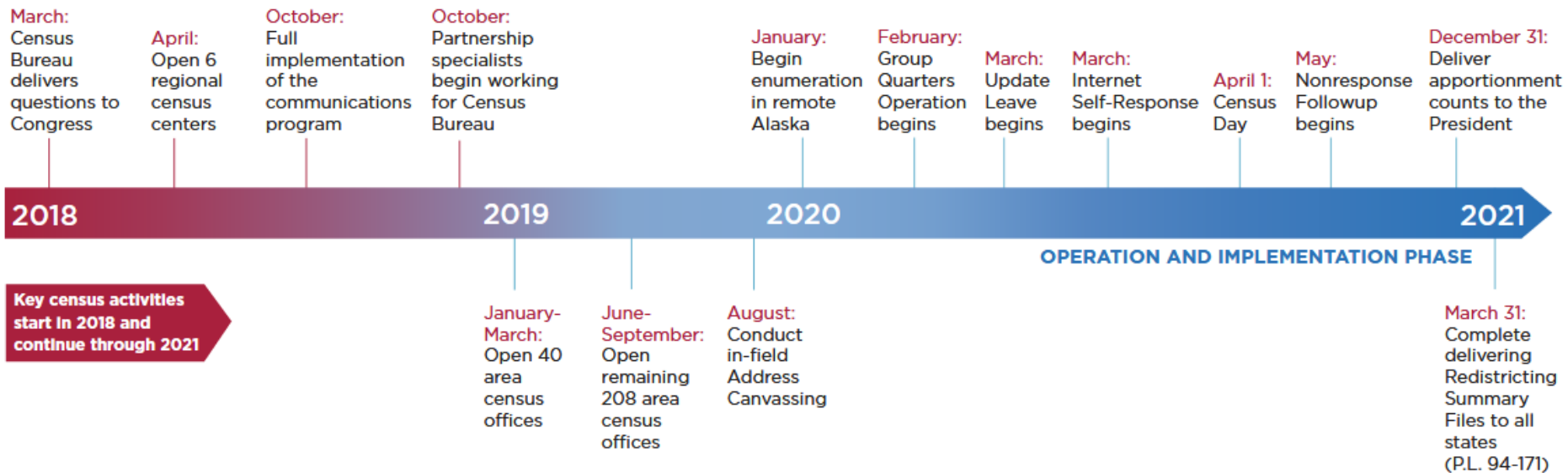
- 12 Non-English Languages: Spanish, Chinese (Simplified), Vietnamese, Korean, Russian, Arabic, Tagalog, Polish, French, Haitian Creole, Portuguese, Japanese

## Language Guides, Glossaries and Identification Cards (Video and Print)

- 59 Non-English Languages
- Includes American Sign Language, braille, and large print

# 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
- Complete Count Committees - Complete 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

# 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\*

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

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

# 2020 Census Environment



# Overcoming Obstacles by Utilizing 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 and educate
- 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

# Partnership Initiatives

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

# 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

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.

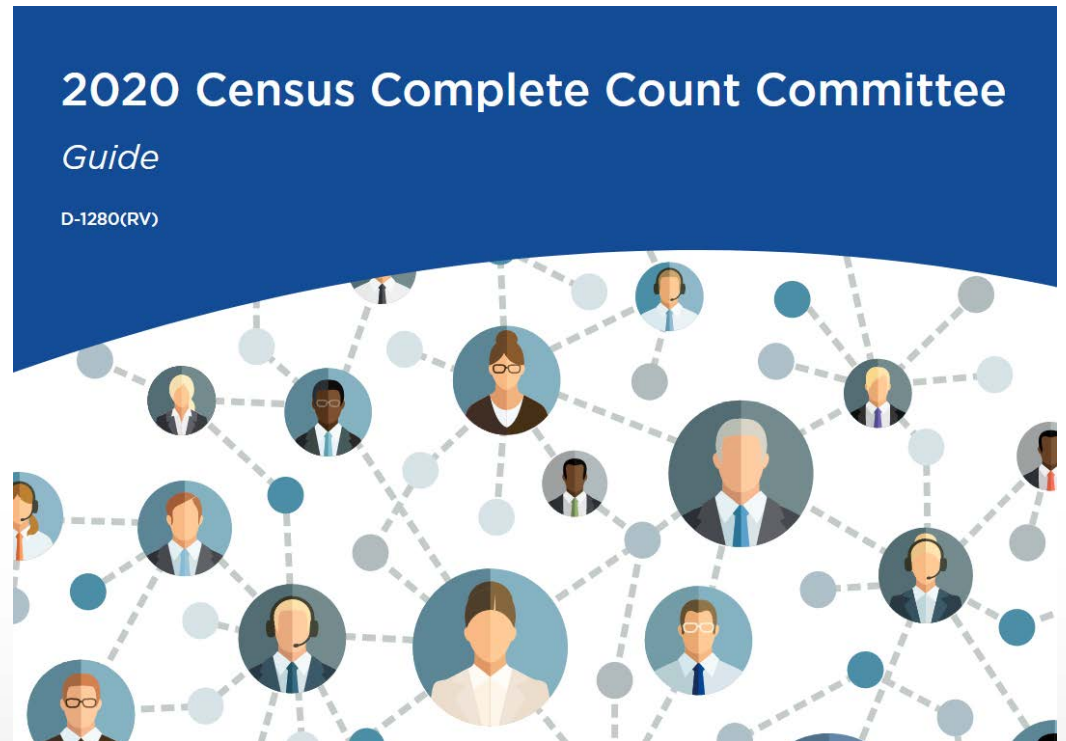
- Business
- Community Based Organizations
- Pre-K through 12 grade
- Colleges & Universities
- Ex-Offenders
- Faith-Based
- Government
- Homelessness
- Library
- Philanthropy
- Race & Ethnic
- Recruiting
- Senior Citizen
- Veterans

# 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

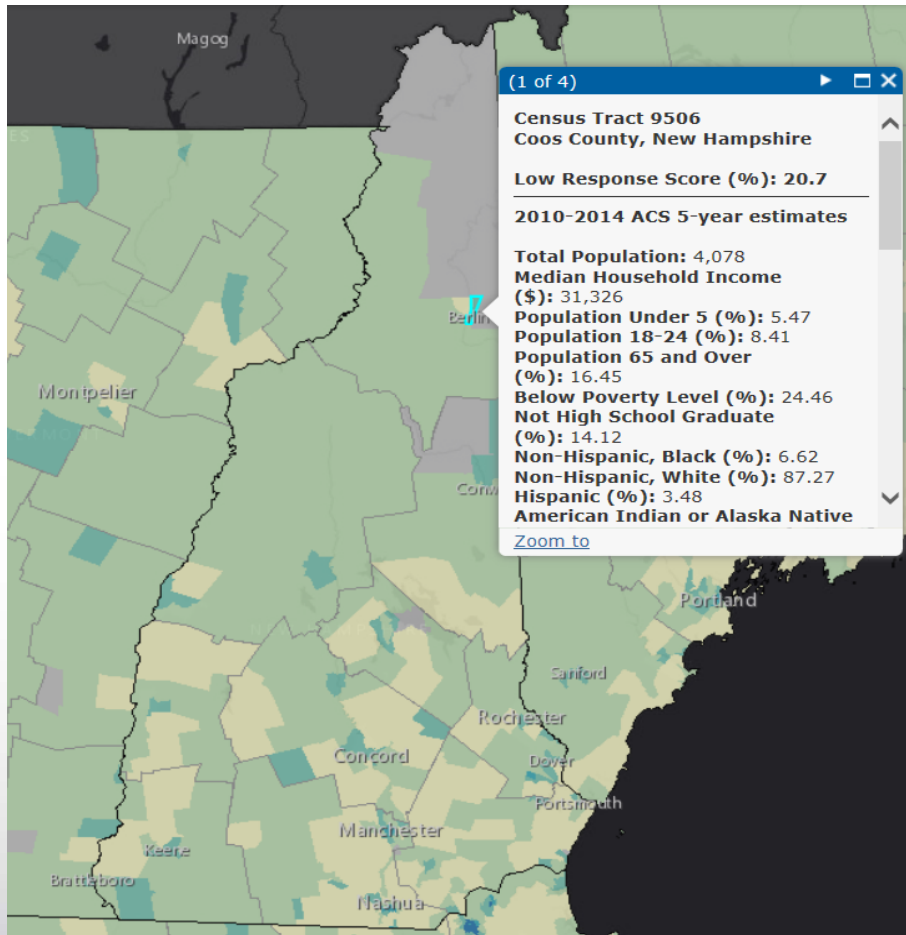
CCC Guide, CCC Pamphlet



[https://www.census.gov/programs-surveys/decennial-census/2020-census/complete\\_count.html](https://www.census.gov/programs-surveys/decennial-census/2020-census/complete_count.html)

# Response Outreach Area Mapper (ROAM)

## census.gov/roam



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

# 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](http://www.census.gov)
  - American FactFinder
  - Census Business Builder
  - My Congressional District
  - OnTheMap

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