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
Design for 2020 Census

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

**Motivate People to Respond**
- Conduct a nationwide communications and partnership campaign
- Maximize outreach using traditional and new media
- Target ads to specific audiences
- Work with trusted sources to inspire participation

**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
- 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

**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

United States Census Bureau
U.S. Department of Commerce
Economics and Statistics Administration
U.S. CENSUS BUREAU
census.gov
2020 Census – It Is Safe

- 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.
2020 Census – It Is Easy

- Four ways to respond in 2020
  - Online
  - Phone
  - Paper
  - Personal Visit by Census Employee
- Name, age, DOB, race and origin, Hispanic origin, citizenship, relationship, gender, tenure, operational questions (pop count, name, phone number, overcount, undercount)
- Internet Choice/Internet First
- Staggered Mailing
- Multiple Languages
The Census Bureau will mail (or hand deliver) invitations to complete the 2020 Census in March 2020.

The majority of the country (~80 percent) will receive a letter during the first mailing requesting the housing unit complete the census online, using the Internet Self-Response method (called “Internet First”).

The remainder of the country will receive a letter and paper form during the first mailing (called “Internet Choice”).

All non-responding housing units will receive a letter and paper form during the fourth mailing.

<table>
<thead>
<tr>
<th>Group</th>
<th>Mailing 1 Internet First: Letter</th>
<th>Mailing 2 Internet Choice: Letter &amp; From</th>
<th>Mailing 3 Postcard</th>
<th>Mailing 4 Letter &amp; From</th>
<th>Mailing 5 “It’s not too late” Postcard</th>
</tr>
</thead>
<tbody>
<tr>
<td>Internet Choice</td>
<td>March 13, 2020</td>
<td>March 17, 2020</td>
<td>March 27, 2020</td>
<td>April 9, 2020</td>
<td>April 20, 2020</td>
</tr>
</tbody>
</table>
2020 Census Language Accessibility
2020 Census – It Is Important

- 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
  - Medicaid, SNAP, Hwy Planning, Section 8 Housing, Special Education Grants, SCHIP, Title I Grants, National School Lunch Program, WIC, Head Start, Foster Care, Health Center Programs
- Provides insight to governments, business and community planning groups for planning purposes
- Provides population benchmarks for nearly every other United States survey
Local governments and community leaders throughout the nation participate in activities highlighting the message that the 2020 Census is imminent and that it is easy, important and safe to participate.

- **Education Phase** – 2018 - 2019
- **Awareness Phase** – January – February 2020
- **Motivation Phase** – March – May 2020
- **Reminder Phase** – May – July 2020
- **Thank You Phase** – Starts July 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](https://2020census.gov/jobs)

All other positions must apply on

[www.USAJobs.gov](http://www.USAJobs.gov)
2020 Census Recruiting

How Partners Could Help Us with Recruiting?

- Post link to 2020 jobs website on your landing page
- Email blast to your community members about job opportunities
- Identify locations where computer resources/internet connectivity is available for community members
- Host Census Hiring events in your local community
- Invite Census staff to speak to local leaders about job opportunities
2020 Census Environment

- Constrained fiscal environment
- A mobile population
- Rapidly changing use of technology
- Informal, complex living arrangements
- Increasingly diverse population
- Declining response rates
- Distrust in government
## New Hampshire

*2017 ACS*

<table>
<thead>
<tr>
<th>Subject</th>
<th>NH</th>
<th>USA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>1,342,795</td>
<td>325,719,178</td>
</tr>
<tr>
<td>Households</td>
<td>528,700</td>
<td>120,062,818</td>
</tr>
<tr>
<td>Persons per HHs</td>
<td>2.46</td>
<td>2.65</td>
</tr>
<tr>
<td>Foreign Born</td>
<td>6.2%</td>
<td>13.7%</td>
</tr>
<tr>
<td>Speak another language at home</td>
<td>8%</td>
<td>21.8%</td>
</tr>
<tr>
<td>Veterans</td>
<td>8.6%</td>
<td>7.3%</td>
</tr>
<tr>
<td>Median Age</td>
<td>43.2</td>
<td>38.1</td>
</tr>
<tr>
<td>under the age of 20</td>
<td>22%</td>
<td>25.4%</td>
</tr>
<tr>
<td>over the age of 65</td>
<td>18%</td>
<td>16%</td>
</tr>
<tr>
<td>High school graduates or higher</td>
<td>93.1%</td>
<td>88%</td>
</tr>
<tr>
<td>Median Income</td>
<td>$73,381</td>
<td>$60,336</td>
</tr>
<tr>
<td>Below poverty level</td>
<td>7.7%</td>
<td>13.4%</td>
</tr>
</tbody>
</table>
2020 Census: Possible Challenges in NH

- Recruiting
- Internet Access
- Remote Areas and Seasonal Camps
- College Students
- Snowbirds
- Children Under the Age of 5
- Immigrant and Refugee Communities: Nashua, Manchester and Concord
Overview of CCCs

TRIBAL, STATE AND LOCAL GOVERNMENTS, AND COMMUNITY ORGANIZATIONS FORM CCCS AROUND THE COUNTRY

CORE STRATEGIC ELEMENTS OF THE PARTNERSHIP PROGRAM FOR THE 2020 CENSUS

PLAN AND IMPLEMENT LOCALLY-BASED OUTREACH CAMPAIGNS THAT RAISE AWARENESS OF THE CENSUS AND ULTIMATELY DRIVE PARTICIPATION
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.
NH Complete Count Committees

New Hampshire Complete Count Committee Kickoff Meeting
Thursday, June 20, 2019, 9:00am
Register in Eventbrite: https://www.eventbrite.com/e/2020-census-complete-count-committee-kickoff-tickets-61172064291

City of Nashua Census Solutions Workshop
https://www.nashuanh.gov/1245/Complete-Count-Committee
Thursday, June 13, 2019, 9:00am
Register: https://www.nashuanh.gov/FormCenter/Citizen-Services-17/Nashua-Census-Solutions-Workshop-130
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](http://www.census.gov/partners/2020-materials)
- Partnership presence
- Connecting Partners with other partners
- Data Services
Partner Tools

- Center for Urban Research/CUNY Graduate Center
  - https://www.censushardtocountmaps2020.us/

- US Census Bureau – Response Outreach Area Mapper
  - https://www.census.gov/roam

- Local Knowledge!
Response Outreach Area Mapper (ROAM)

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

[census.gov/roam](census.gov/roam)
Census Tract 15, Hillsborough County, NH

Low Response Score (%): 31.8
Total Population: 2,732
Median Household Income ($): 31,141
Population Under 5 (%): 9.15
Below Poverty Level (%): 32.49
Not High School Graduate (%): 30.62
Non-Hispanic, Black (%): 10.51
Non-Hispanic, White (%): 53.26
Hispanic (%): 24.41
Foreign Born (%): 31.92
No One in Household Age 14+ Speaks English "Very Well" (%): 17.82
Population 5+ Who Speak English Less Than "Very Well" and Speak Spanish (%) 12.13
Renter Occupied Housing Units (%): 91.82
Family Occupied Housing Units with Related Children Under 6 (%): 43.97
Population 1+ Who Moved From Another Residence Within the Last Year (%): 29.21
Vacant Housing Units (%): 19.90
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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twitter.com/uscensusbureau
youtube.com/user/uscensusbureau
instagram.com/uscensusbureau
Contact Us

**Partnership Program**
Phone: (212) 882-2130
Email: new.york.rcc.partnership@2020census.gov
Website: https://www.census.gov/partners/2020.html

**Census Jobs**
Field & Office Job Opportunities
Website: [www.2020census.gov/jobs](http://www.2020census.gov/jobs)
Office Managerial Job Opportunities
Website: [www.usajobs.gov](http://www.usajobs.gov)
Website: [www.census.gov/about/regions/new-york/jobs.html](http://www.census.gov/about/regions/new-york/jobs.html)

**Data Dissemination Program**
Email: census.askdata@census.gov
Phone: 1-844-ASK-DATA
Website: [www.census.gov/data/training-workshops.html](http://www.census.gov/data/training-workshops.html)
Applications of U.S. Census Data in Regional Planning

25th Annual Spring Planning and Zoning Conference
Grappone Conference Center
70 Constitution Ave, Concord, NH  03301

June 1, 2019
Why We Need Census Data

Understand Ourselves

Envision our Future

Plan Accordingly

The NRPC GIS Lab
Photo by NRPC
Key Census Data

- Decennial Census
- American Community Survey (ACS)
- Census Transportation Planning Package (CTPP)
- Longitudinal Employer-Household Dynamics (LEHD)
Where is our Workforce Living? Where do our Residents Work?
Where Are Our Most Socially Vulnerable Neighborhoods?

Number of unusually * vulnerable measures

0  Fewest Vulnerable Measures
1
2
3
4 - 5
6 - 7
8 - 9
10 - 14
Most Vulnerable Measures

NH Towns
Public Health Regions

* (Exceeding the 90th percentile within NH Census tracts ranked for each measure.)
Source American Community Survey 2005-2012 5-year estimates.

Source: NH DHHS Social Vulnerability Index (SVI)

Relative Vulnerability to Heat

Relative Vulnerability to Heat
Low
Medium
High

Source: NH DHHS Social Vulnerability Index (SVI)
What Languages are Spoken Here? How Do We Best Serve Non-English Residents?
How Are Our Households Changing?

Change in Total Persons per Household, 2000-2010

- 7 or more person: +88
- 6-person: -66
- 5-person: -253
- 4-person: -518
- 3-person: +964
- 2-person: +2,907
- 1-person: +2,127

Change in Total Households
Where is Traffic Going to Get Worse?

Future Conditions: No Build Scenario 2040 vs. 2010

The commission’s Travel Demand Model predicts traffic levels will increase most significantly in parts of Nashua, Hudson and Merrimack under a ‘No Build’ scenario in 2040.
Where Does Transit Expansion Make Sense?
Thank You

Sara Siskavich, GISP
Nashua Regional Planning Commission
30 Temple Street, Suite 310
Nashua, NH 03060
saras@nashuarpc.org
(603) 417-6570