

2020 Census



Zakera Ahmed, Partnership Specialist

Mission and Purpose

Mission

To serve as the leading source of quality data about the nation's people and economy. We honor privacy, protect confidentiality, share our expertise globally, and conduct our work openly.

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.

2020 Census

- Mandated by Article 1, Section 2 of the U.S. Constitution
- Conducted every 10 years ending in zero since 1790
- 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

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

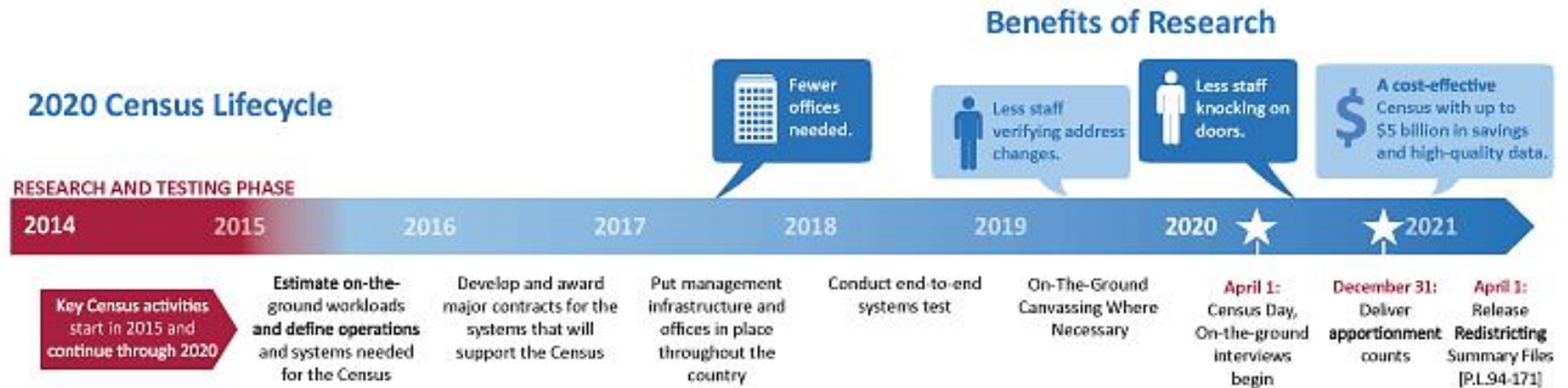
Process and Provide Census Data

- 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



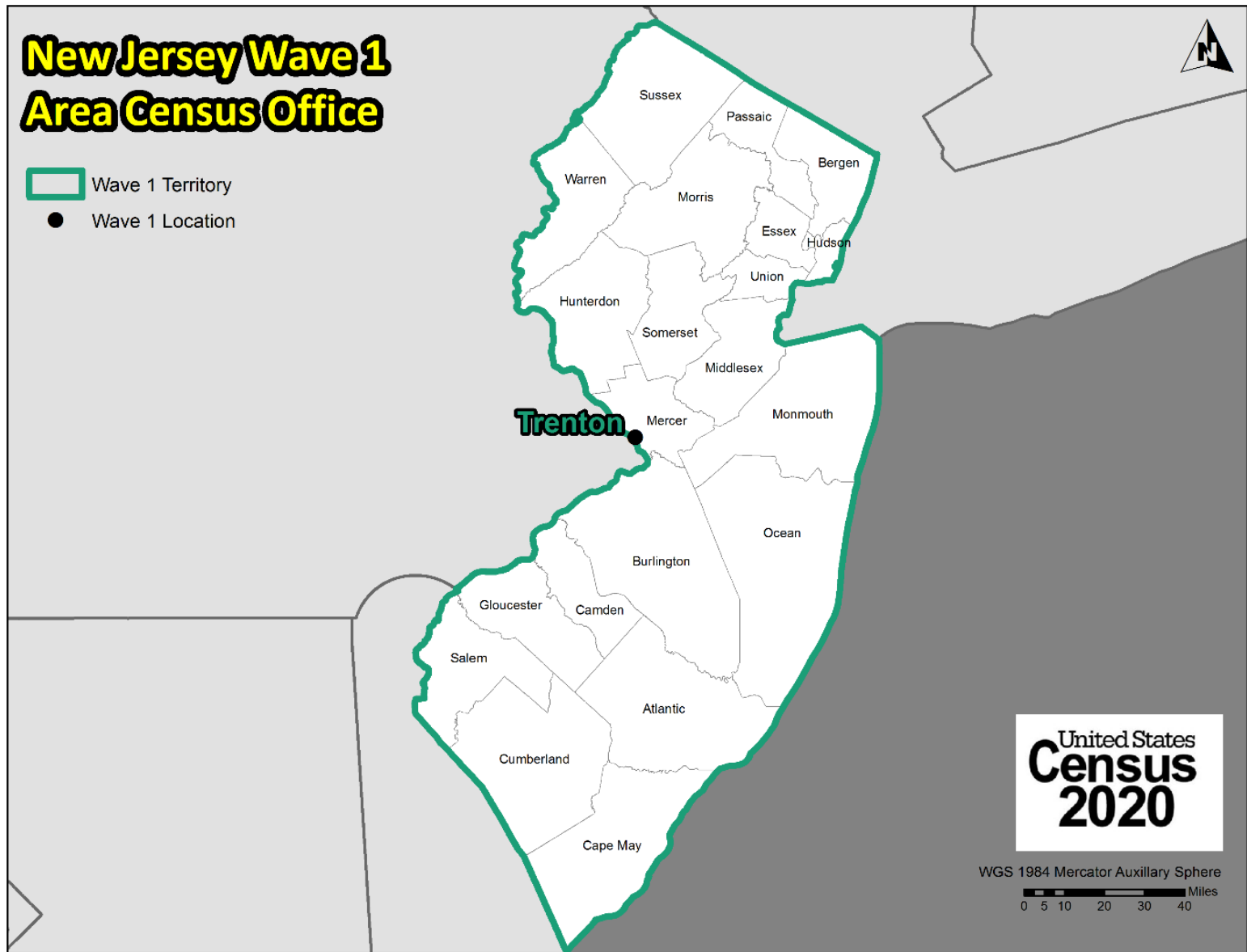
2020 Census: Where Are We Today?

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.



New Jersey Wave 1 Area Census Office

- Wave 1 Territory
- Wave 1 Location



New Jersey Wave 2 Area Census Offices

- Wave 2 Territory
- Wave 2 Locations



United States
**Census
2020**

WGS 1984 Mercator Auxillary Sphere
0 5 10 20 30 40 Miles

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

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 Complete Count Committee (CCC) is a committee that can be established by tribal, state and local governments, community leaders, or organizations to increase awareness of the 2020 Census messaging of the employment opportunities and motivate households to respond to the 2020 Census

Advantages of a Complete Count Committee

- The CCC speaks the language of and knows the pulse of its community, therefore establishing an information highway that even the internet cannot rival—neighbor informing neighbor.
- The CCC gains valuable knowledge about the census process at the local level and develops a plan to impart that knowledge to each and every household as only a neighbor and fellow stakeholder can do.
- The CCC increases participation and the response rate by increasing awareness of the 2020 Census through October of 2020.

Hard to Count Communities

- New Residents
- Populations in urban areas
- Populations in rural communities
- Populations with language barriers
- Populations with cultural barriers
- LGBTQ community
- Ex-offenders
- Veterans
- Senior Citizens
- Children under the age of 5
- Mobile populations
- People who don't trust government
- Those experiencing homelessness

Complete Count Committee Goals

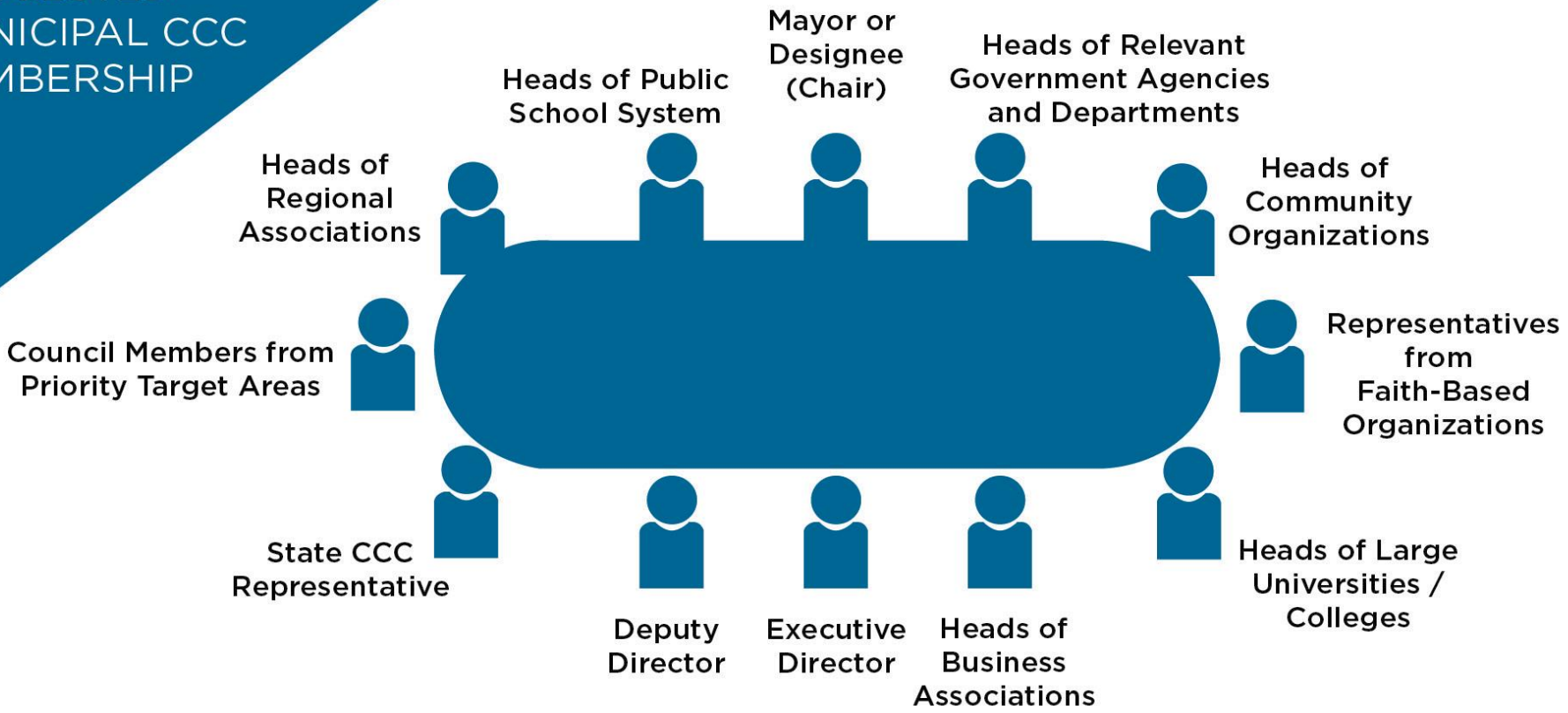
- Identify CCC members
- Identify priority areas that could present obstacles to a successful 2020 Census
- Identify and implement strategies that will deliver the 2020 Census message of the employment opportunities and response to the 2020 Census
 - Recruitment for the 2020 Census is ramping up
 - Partnership with the Census Bureau are being established now
 - CCC are forming now

Complete Count Committee Members

- Influential trusted community voices
 - Tribal, state, & local governments
 - Social service based organizations
 - Community based organizations
 - Faith based organizations
 - Educational organizations
 - Community leaders
- Past Complete County Committees/Committee members

The goal is to ensure that the members of the CCC represent every resident within the community

SUGGESTED MUNICIPAL CCC MEMBERSHIP



**Partnership Specialist is advisor and Census liaison to Municipal CCC's*

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

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

Contact Us

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