

# 2020 Census Overview

## Baltimore Data Day 2018

University of Baltimore's Thumel Business Center  
Baltimore, MD

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1-844-507-2020

Philadelphia Region

U.S. Census Bureau

# 2020 DECENNIAL CENSUS

The 2020 Census is coming

And

Every one counts

# US Census Bureau

## Measuring America: People, Places and our Economy

- Leading source of statistical information about the nation's people, places, and economy, providing not only snapshots of the nation's population size and growth, but also detailed portraits of the changing characteristics of our communities.
- Primary source of economic and demographic data for the U.S.

# The Decennial Census

## Purposes and Uses of Census data

- **Apportioning** representation among states as mandated by Article 1, Section 2 of the US Constitution
- **Drawing** congressional and state legislative districts, school districts and voting precincts
- **Enforcing** voting rights and civil rights legislation
- **Distributing** over \$675 billion federal dollars to states and local governments
- **Informing** planning decisions of federal, tribal, state and local government
- **Informing** organizational decisions (e.g., where to locate, size of market, etc.) of businesses and non-profits

# Largest Federal Programs that use Population and Income Data as Factors

- Medical Assistance Program (Medicaid)
- Unemployment Insurance
- Highway Planning and Construction
- Supplemental Nutrition Assistance Program(SNAP)
- Supplemental Nutrition Prog. for Women, Infants & Children(WIC)
- Temporary Assistance for Needy Families
- Federal Pell Grant Program
- Title 1 Grants to Local Educational Agencies
- Special Education Grants to States
- National School Lunch Program
- Head Start
- Health Center Program
- Foster Care/ Child Care and Development Fund

# 2020 Census Goals

## *Goals*

- ✓ To count everyone once, only once, and in the right place

## *What's New*

- ✓ We're maximizing outreach by using both traditional and new media
- ✓ We're offering and encouraging people to respond online, by mail or by phone
- ✓ We're providing our fieldworkers with handheld devices for collecting Census data.
- ✓ We're utilizing automated systems for recruiting, training, and payroll.

# 2020 Census Design

## 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.



### 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

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

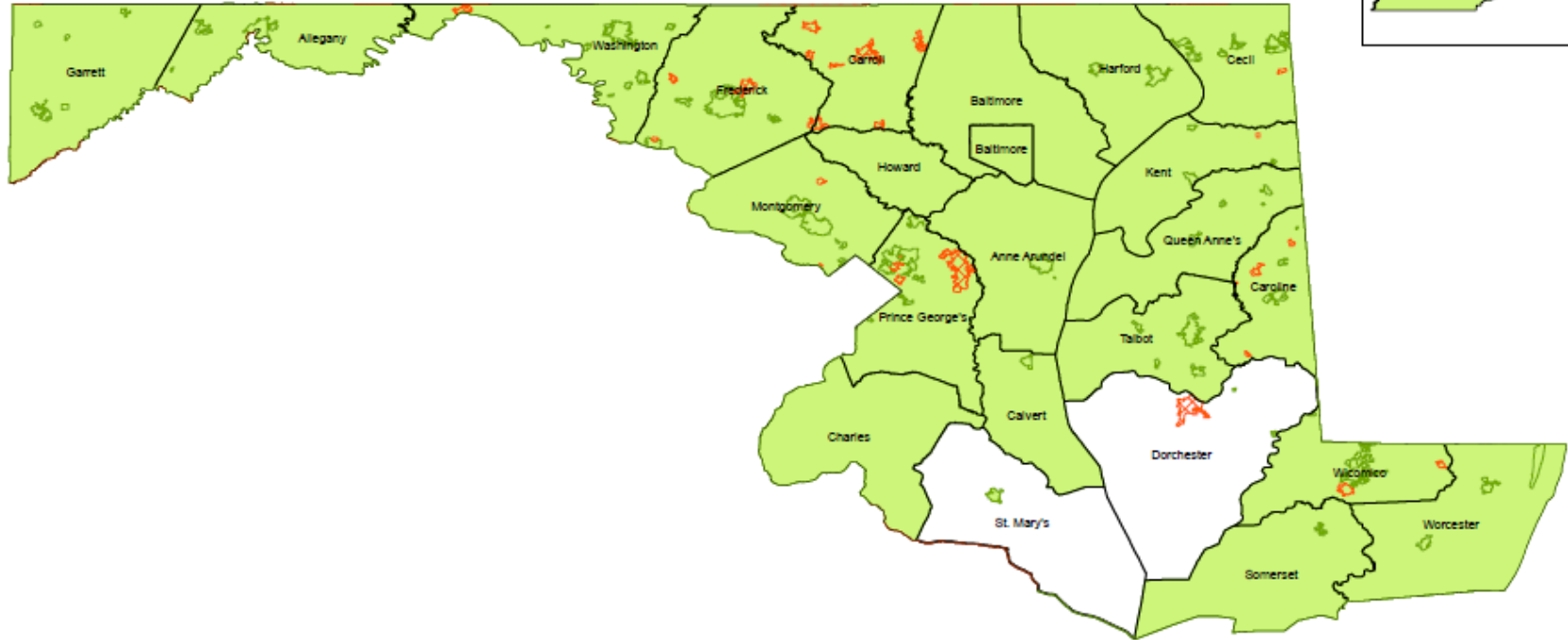
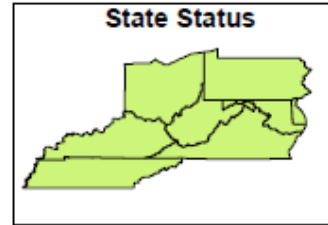
**Process and Provide Census Data**

- 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



# Maryland LUCA Participation Status

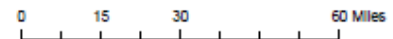
The State has Registered



### Legend

County Status	County Subdivisions & Incorporated Places
<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> Registered	<span style="display:inline-block; width:15px; height:15px; background-color:lightgreen; border:1px solid black;"></span> Registered
<span style="display:inline-block; width:15px; height:15px; background-color:orange; border:1px solid black;"></span> Declined	<span style="display:inline-block; width:15px; height:15px; background: repeating-linear-gradient(45deg, transparent, transparent 2px, orange 2px, orange 4px); border:1px solid black;"></span> Declined
<span style="display:inline-block; width:15px; height:15px; border:1px solid black;"></span> Boundary	

CURRENT AS OF: 3/15/2018

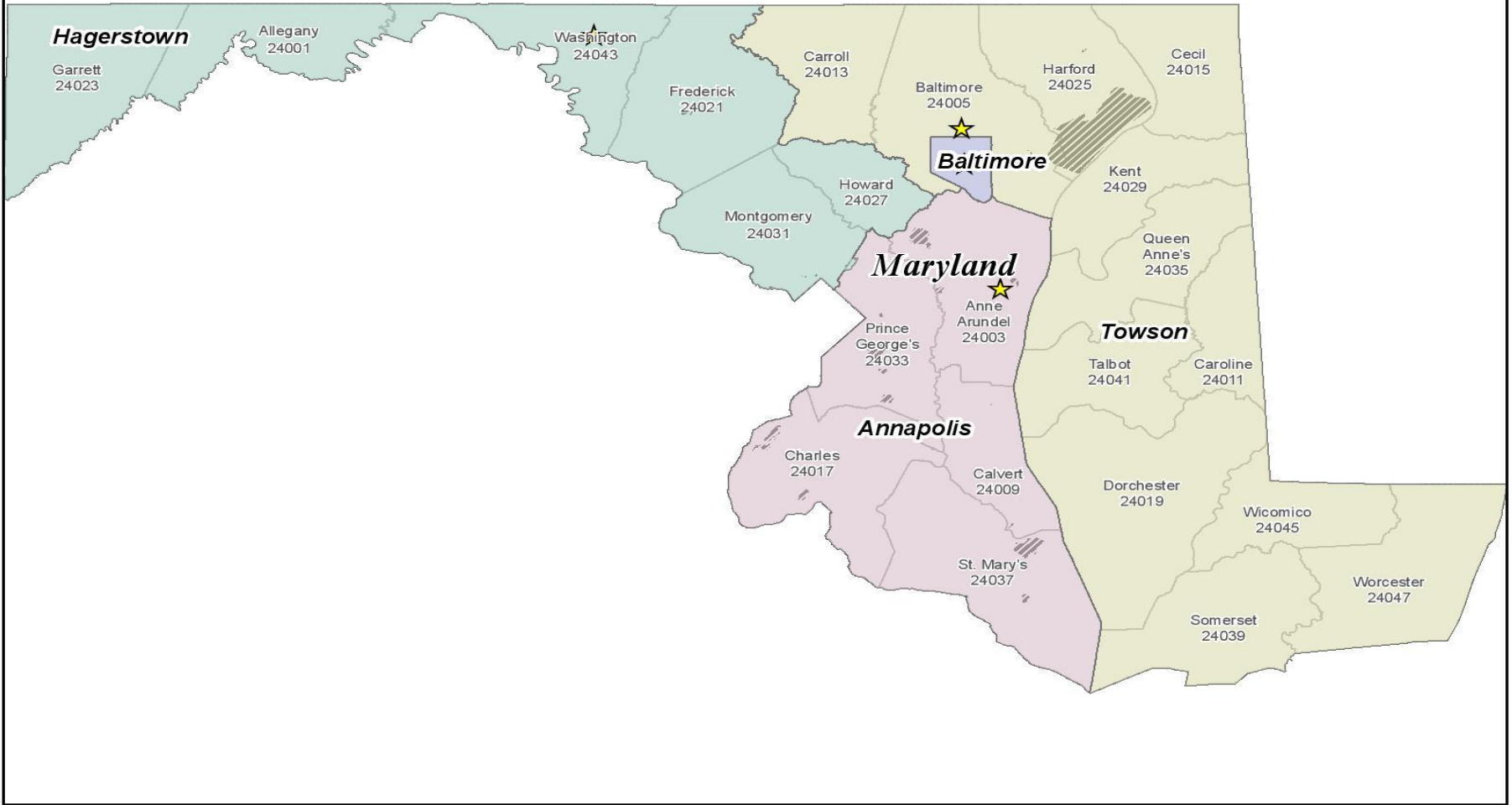


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# Our Timeline





**Legend**

-  ACO Location
-  ACO Boundary
-  Current Military Installations
-  County
-  States

ACO locations are approximations and do not reflect the physical location of the office.

*2020 Census*  
*Area Census Office (ACO) Boundaries*  
**Philadelphia Region**



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# ACO Job Title & Descriptions

- **Area Census Office Manager** – *Responsible for the general supervision and administration of the office*
- **Census Field Manager** – *Responsible for accomplishing production and quality goals in field operations under their span of control. Conducts individual and group training sessions for their personnel as necessary.*
- **Administration Manager** – *Responsible for administrative functions, such as personnel, payroll and supply. Manages and monitors all office requisitioning, equipment and shipping.*
- **IT Manager** – *Leads all office computing environment, mobile computing environment, and automation support efforts.*
- **Recruiting Manager** – *Oversees the recruiting and testing of job applicants for field position and clerks.*
- **Recruiting Assistant** - *Assists in recruiting and testing job applicants.*
- **Census Field Supervisor** - *Appoints, trains, and supervises Enumerators that are engaged in data collection.*
- **Office Operations Supervisor** – *Coordinates, supervises, and oversees the work of office clerks in specific functional areas.*
- **Enumerator** - *Locally hired workers who perform field enumeration activities in and around their respective neighborhoods.*
- **Clerk** - *Office clerks perform a wide variety of clerical functions in support of field data collection, recruiting, payroll/personnel, automation technology, and quality assurance operations.*

# Maryland ACO Pay Rates

Position	Average Pay Rates (subject to change)	Staffing Timeline (Peak Operations)
Area Census Office Manager	\$31.50- \$37.50	June 2019
Census Field Manager	\$23.50-\$27.50	June 2019
Administration Manager	\$23.00-\$27.50	June 2019
IT Manager	\$23.00- \$27.50	June 2019
Recruiting Manager	\$23.00-\$27.50	June 2019
Recruiting Assistants	\$20.50- 24.00	August 2019
Census Field Supervisor	\$20.50-\$24.00	February 2020
Office Operations Supervisor	\$19.00-\$22.50	July 2019
Enumerator	\$18.50-\$22.00	March 2020
Clerk	\$15.00-\$17.50	September 2019

# Changes and Challenges

- Declining participation in Surveys
  - Distrust of Government
  - Privacy Concerns/ Identify Theft
  - New Residents, Immigrants and Languages
  - Large college Population
  - Seasonal Populations
  - Gated Communities
  - Homeless Population
- Locked Buildings
  - Lack of Time to Participate in Surveys
  - Group Quarters Challenges
  - Military Population Areas
  - Significant government population in DC metro area
  - Lack of connectivity (e.g. Computer, internet, etc.)
  - 2020 Presidential Election impact

# The Census is Confidential

- All responses to Census Bureau surveys and Censuses are confidential and protected under Title 13 of the U.S. Code. Under this law Census Bureau is required to keep respondent information confidential.
- We will never share a respondent's personal information with immigration and law enforcement agencies like FBI or Police or allow it to be used to determine their eligibility for government benefit.
- Under Title 13, U.U. Code, all Census Bureau employee swear a lifetime Oath to protect respondent data.

# Educate and Motivate Households to Respond

- Households are notified to respond to the 2020 Census in Spring of 2020
- One person responds for the entire household
- Response can be completed by mail, online, or telephone
- Households that do not respond will be visited by a census enumerator

# Educate and Motivate Households to Respond

- Trusted partners can motivate households to participate in the Census
- Trusted partners can develop localized messaging that explains the benefits and uses of the census
- Trusted partners can explain the confidentiality of census data



# Your Role in the 2020 Census

- Agree to help with Outreach Campaign in the community to PROMOTE 2020 CENSUS and motivate them to respond online
- Agree to participate On the Complete Count Committee as a member
- Provide Recruiting Assistance by identifying Census job Applicants
- Request 2020 Census Exhibits, Presentations, Seminars/Workshops
- Volunteer as a speaker to deliver the 2020 Census messages
- Host a Census meeting

## Partnership Initiatives

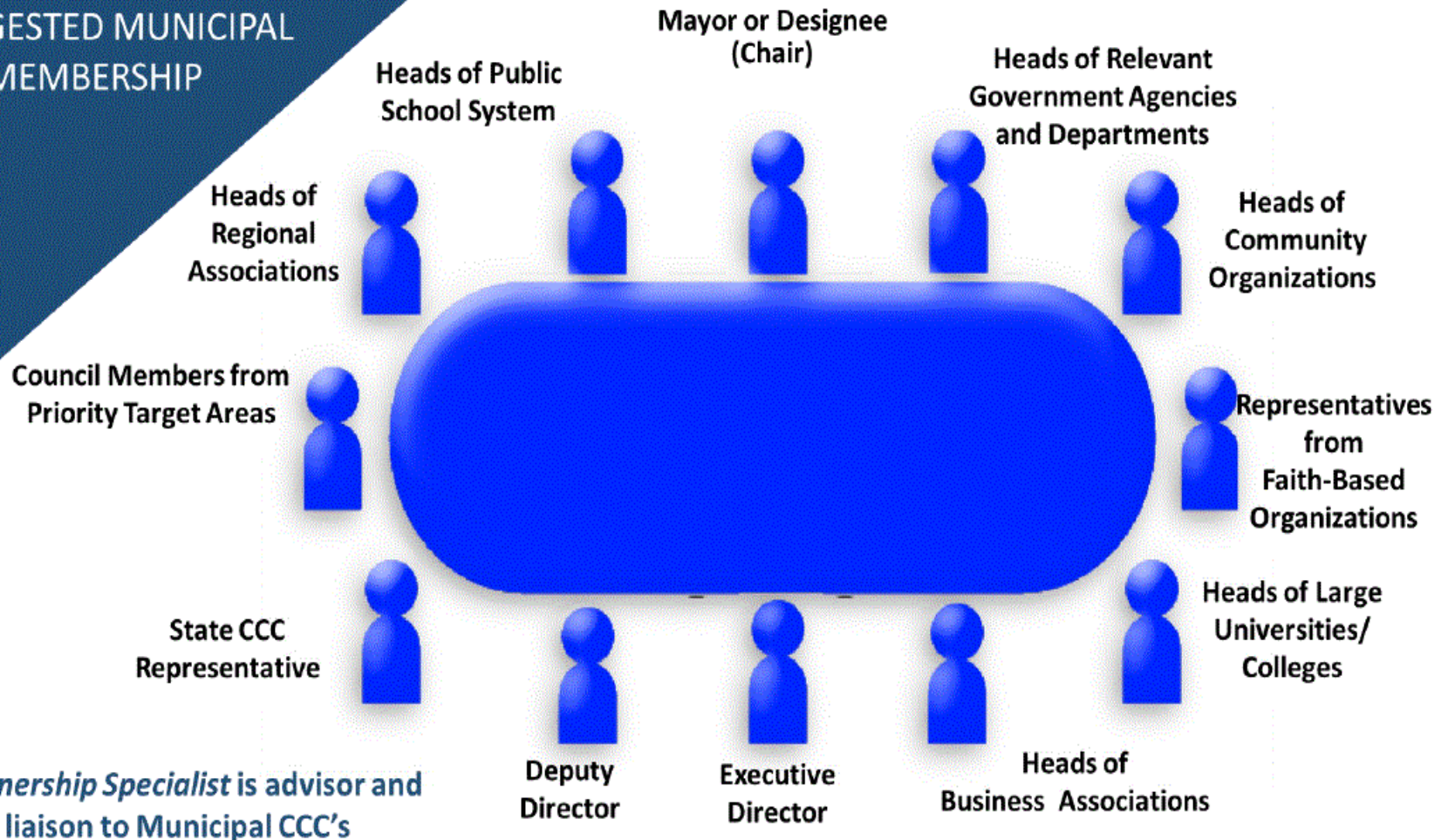
- Complete Count Committees
- American Indian and Alaska Native Program
- Community/State and Local Networks
- Faith-Based Community Outreach
- Foreign Born/Immigrant Program
- Higher Education Program
- Lesbian, Gay, Bisexual, Transgender and Questioning/Queer Outreach
- Trusted Voices
- Mobile Response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

# Municipal Complete Count Committee

- A **Municipal Complete Count Committee** is a mutually beneficial partnership – at the highest level—within each city. The mayor often appoints members of the Complete Count Committee (CCC). Committees consist of influential community leaders who are charged with developing a census awareness campaign that:
  - Communicates the importance of the census through local messaging.
  - Raises awareness of the census throughout the city.
  - Motivates every household in the city to participate in the census by completing the questionnaire thoroughly and in a timely manner.
  - Increases the city’s self-response rate.
- The size of the Complete Count Committee is determined by each city. In addition, mayors and city councils may allocate funding to support the activities of the CCC. Cities view this funding as a sound investment in the future. Failure to count residents could result in a substantial loss of revenue for the next decade.

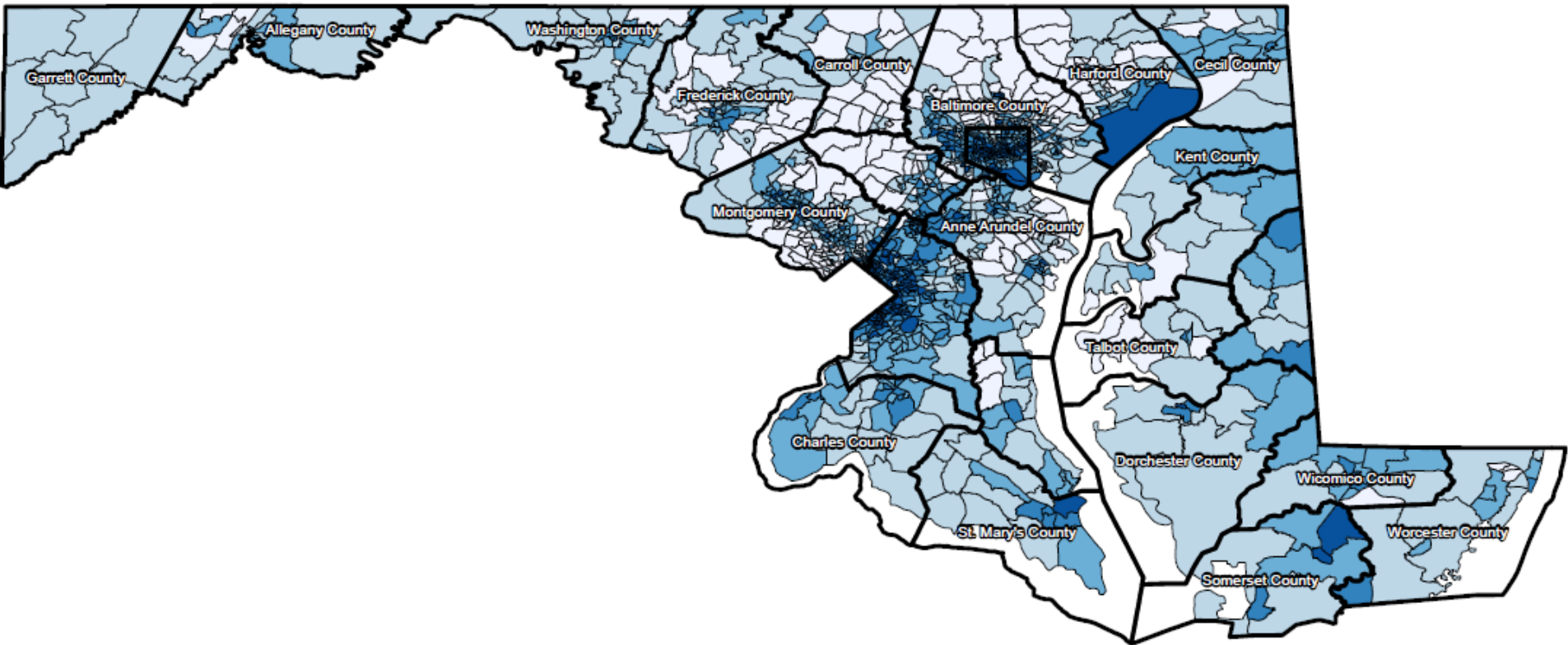
# Municipal Complete Committees

## SUGGESTED MUNICIPAL CCC MEMBERSHIP



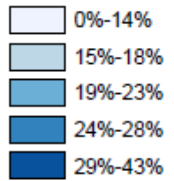
# CCC AT A GLANCE

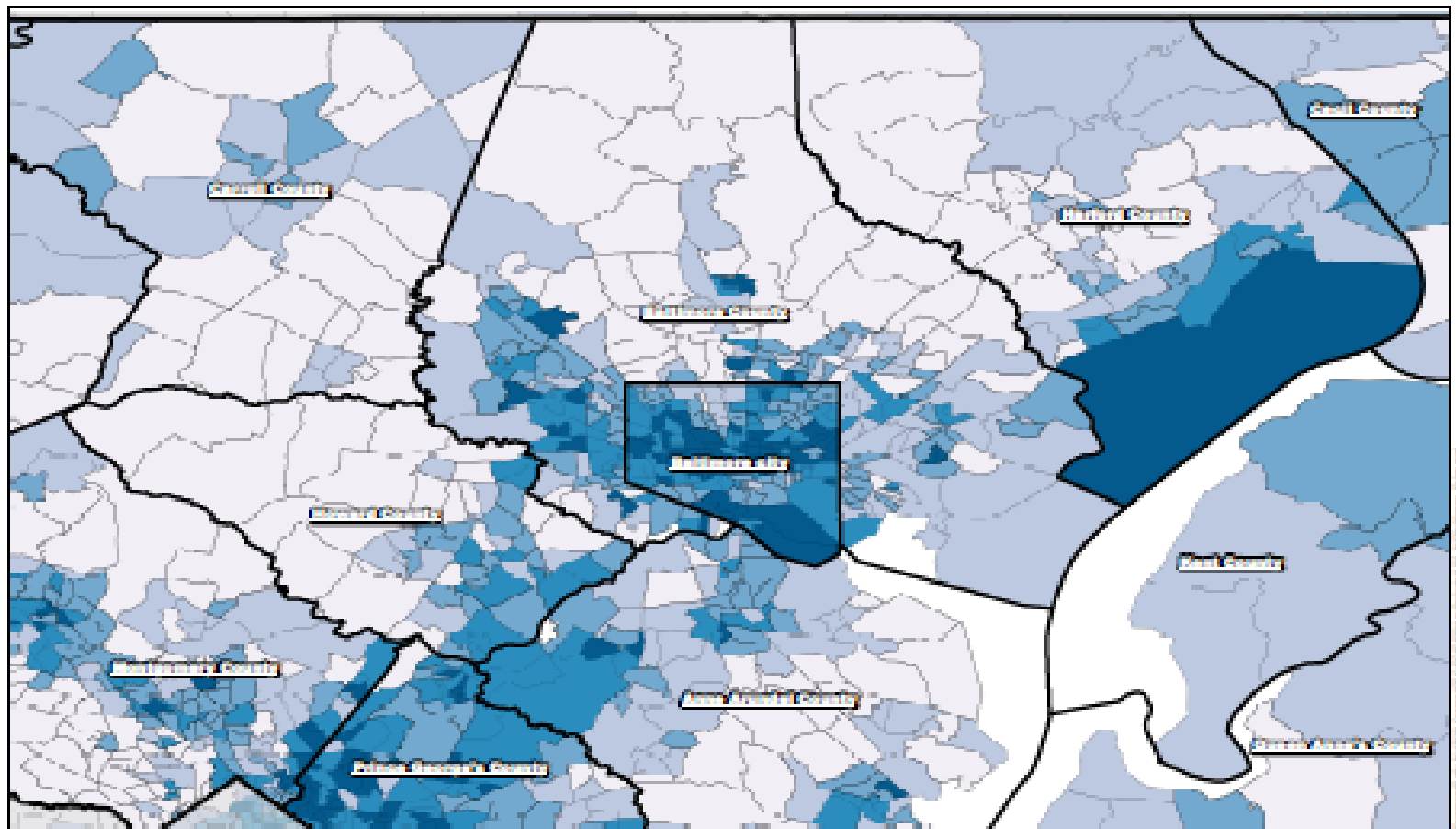
- Our goal is complete and accurate count
- Success depends on everyone's participation
- State complete count commissions encourage counties, cities, towns, other state agencies especially in the welfare, education, aging, and health arenas to form CCC.
- The work best done when a CCC includes a **Cross-Section community representatives.**



Percent of Low Response by Census Tract:  
State of Maryland

Percent of Non-responses by Census Tract





### Percent of Low Response by Census Tract: Metro Baltimore Area

Percent of Non-responses by Census Tract



Source: 2010 Census and selected 2009-2013 5-year American Community Survey (ACS) estimates



# Questions 2020 Census Operations and Positions?

Contact us:

Recruiting Hotline - 1-888-480-1639

Philadelphia Regional Census Center- 1-844-507-2020

Email us at - [philadelphia.rcc.partnership@census.gov](mailto:philadelphia.rcc.partnership@census.gov)



# Thank you